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# BILLBOARD

# ADVERISING

MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

ol. I. No

CINCINNATI, NOVEMBER 1, 1894

PRICE 10 CENTS. PER YEAR, 90 CENTS.



Boston, Mas

e Make a Specialty of Large Block and Type Work for Mercantile a Theatrical Advertising.

PRINTERS AND ENGRAVERS.

#### ssified Advertisements. 🛜

time displayed advertisements under eading, 25c. for op rition, 60c. for insertions, 75c, for four transitions, \$1.00 x insertions. Larger carrds, 10c. per

#### LL POSTERS' DIRECTORY.

Wants-to sell their Boards?

ican Advertising & Bill Post-

N. Y., Dundon & Co., Posters and Distributors, 114 4th St.

Freak in Texas! Reliable Bill er at Honey Grove. Owns 7500 fee is. Can give guaranteed showings 3500. See BURNITT, the Bill Poster ards For Sale. wow LIVE Town. Cheap for cash. Address B-21, this office.

Sale. One-Third interest in Posting business, to a man of experi-e. Address, B-3, care this office.

oard Advertising, is a Journal dvertisers. Good thing—push it along

STER AND BILL WRITERS.

ite Bills and Posters.
ROBT. CARRELL, Dayton, Ky.

M. Dawson, Galt House, Cin-ati, O. Prepares Descriptive Posters

lly Written Bill is Worse than t all. Try me. Terms reasonable C. F. McHENRY, Newport, Ky.

Hesing, 248 Race, Cincinnati

ters For Bill Writers.

#### ADVERTISING AGENTS.

M. Dawson, Heuck's Opera House, Cincinnati, C

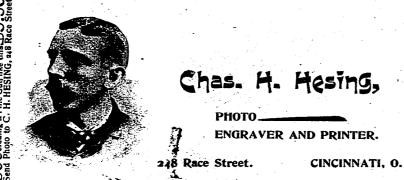
Hartford, Square Theatre, Cincinnati

Ou need work? If so, say so. Say it in BILLEGARD ADVERTISING

#### CIRCULAR DISTRIBUTORS.

Kinds of Advertising Matter

ibuters, Advertise!





### American Advertising & Bill Posting Company

-SUCCESSORS TO THE-Broadway & Treyser and Geo. A. Treyser Billposting Companies.

The Largest and Best Equipped Advertising and Billiposting Company in Existence.
Own and control more Billboards, Fine Locations, Car Line Displays than any other Billposting Company in America. Advertisers invited to investigate care 208 MADISON STREET. fully our facilities. ROBT. CAMPBELL. Pres't.

CHICAGO, ILLS.

#### Classified Advertisem

Two line displayed advetisements this heading, 2c. for one insertion, three insertions, 75c. for four insertion for six insertions, Larger cards, 1 agate line.

#### AMERICAN FAIR BULLETI

Trenton, N. J. The Great In State Fair. Jno. Guild Muirheid, Sec Ionia, Mich. Ionia District Association. M. M. CURRIER, Treas

A Line in Billboard Adverti will keep your name before the la advertisers in the country.

Fair Bills and Posters. Billboard Advertising, for Fair Advertise in it. | Subscribe for it.

Billboard Advertising is going prove a great boon to Secretaries of 1

#### The Homiess Boys' Frie

A monthly Paper published for the efit of the Homeless Boys of Cincin 50c. per year. Address THE HOMELESS BOYS' FRIEN

184 Sycamore Street, Cincinnati.

### Francis & Valentin

### **Printers &** Engravers

517, Clay St. and !512-514-516 Comme SAN FRANCISCO, CAL.

Commercial and Show Printer

POSTERS AND COLOR WORK.

#### Billboard Advertising.

L WRITING. ts Regarding the Man Preparing a Poster.

persons who use the bill time to time, with but fair t success, have come to think cannot be made as effective liate in their results for comage as they are for theatrical purposes. This is a mistake, ult lies not with the boards, the advertisers themselves. hen are for the most part unthe art of concise and lucid hence, their bills prepared es are as a usual thing heavy

h be capitally illustrated by a ugh almost any thoroughfare. ercial posters with but few are disjointed, unattractive, and absurdly long. In justice tile men, it should be rememthey are greatly given to enbusiness details, which is usconducive to fluent speaking. cuse must not carry too much the exception, however, and vertising agents in

In doing so they misapprehend "Col." Dawson's record is a most envi-able one. He has made more money for other people in all probability, than any other man of his years. He has evolved

printer will frequently be found to pos sess ability of no mean order in this lirection. In any event it would be well to bear in mind constantly that effect cannot be obtained by redundant effu sions of undue length. Be brief, Be concise if you can, but be brief. -WYLDON.

SAM. M. DAWSON.



The above cut portrays with remarkable fidelity, the features of a mea who asmuch as some of the very is known from Maine to Californa, a man that have ever gone on the who in his particular line stands right at ills that have been the very the head and front of his compeers, and ent of terse pointed expression, enjoys the reputation of being one of the the work of business men. very best and thoroughly competent

leis are and a natural love of the theatre in his early years, he became adof them no doubt have a deficient dicted the Clipper reading habit, which language, but others openly grew upon him with such great rapidity aceful diction, and make no that finally, in 1878, it obtained comat novel or popular style. In. plete mastery over him, and he joined would seem that they often out with Kernan's Theatre, in Baltimore. ly try to obtain a form and The summer of '79 found him a humble, as unattractive and vague as but zealous student of the world renowned Barnum Show. In '80 and '81, he secret of successful utilization of was with Morton's Big Four Minstrels, boards even while continuing to which was followed by engagements with such time and money to it. They Sells Brothers Circus, the Forepaugh that this class of advertising must show, and Thatcher, Primose & West's all things, be brief and to the Minstrels. In '88 he was with Proctor, in that it cannot be prepared after Wilmington, and in the summer season nner of a newspaper card. The with Howe's Circus in a tour through of posters are not seated in a Canada. In '89 he went to Pittsburg as table arm chair when the catch business manager of the Bijou Theatre, rests their attention. Quite the remaining in the Smoky City, three conatrary, they are passing and very secutive seasons. Since which time he ntly to, in a hurry; hence, the that catches their eye must tell Pearson, and Springer & Welty, leaving ry, and all its story almost at a the service of the latter to enter upon glance, or its entire effect is lost, his present engagement with Brady & no doubt even those who do Garwood as advertising agent of Heuck' this and who are truly anxious Opera House, Cincinnati.
"Col." Dawson's record is a most envi

leace great difficulty in divesting copy of this garb of dense vol-

#### THE BAILEY SHOW.

The rumored acquisition by Mr. Jas. A. Bailey of the interest in the Barnum & the readers of BILLBOARD ADVERTISING. What a splendid example this gigantic enterprise is of the efficacy of posters which there exists naught under the sun be created from day to day at almost inless d:fficulties which beset and prey upon that mere figures fail to convey any idea of their colossal proportions.

Bailey is now sole owner of this great enterprise, it will afford great gratification to the innumerable admirers of his energy, for while there is no gainsaying has handled such stupendous contract the genius and marked ability of the and directed such vast armies late P T. Barnum, it cannot be denied posters, that he is un that the present magnificent size and titled to the envis enviable position of the Barnum & Bailey occupies i shows is due almost exclusively to the efforts of Mr. Bailey alone

Mr. Barnum, during the la ais life, could no mor mastodonic w

he was general agent thereof.

He had in the meantime de ever proved equal to this onerous task, winter seasons toward directing the Hence it is that the many who are con- tours and advertising the attractions of versant with the facts rejoice greatly at Charles, Daniel and Gustave Frohman, the prospect or its being handed down achieving great distinction for perspigo ringing down the future ages, a fitting monument to the man who really made it what it claims to be, and what it

#### CARE IN LETTER WRITING.

Letter-writing is the one thing abso- The American Bill Posting Company, of lutely essential to education, for every Philadelphia, in 1890, and carried the man must show himself in this style of venture to a successful issue. He dewriting. It is practical, for our letters cided to abandon circus work, and to enter into all the affairs of every-day this end on December 1st, 1893, in parttife, and occupy a large part of our time nership with W. W. Cole and Col. Burr and thought. A man's whole success in Robbins, he purchased the Broadway & tife sometimes depends upon a letter. Treyser and the Geo. A. Treyser Bill By nothing are we judged more keenly Posting Companies, of Chicago, which than by letters. Nothing will expose us were merged into one concern, and are so quickly to the contempt of the world now operated under the firm name of r the pity of our friends as the breaking | American Advertising and Bill Posting of some unwritten rule of courtesy or Company, with Mr. Campbell as Presietiquette in writing a letter. Our letters dent and General Manager. have the most direct influence upon the If there is any one man on the face of development of mind and character. the globe who can be considered an in-They quicken our perceptions of the fallible expert and a reliable authority best things, widen our sympathies, give on that particular branch of the science us a deeper insight of life. There is no of advertising embraced by the billboard, more susceptible of cultivation.

copy of this garb of dense voluments and devices in the trical advertising than any other advertising agent in the country, with but two or three possible exceptions, to whose ability no one is more ready to testify than the doughty Colonel himself.

It would be interesting to know the extent to which the advertising of articles in some sections of the country influences their sales in sections where they are not advertised.—Printers' Ink.

#### R. C. CAMPBELL

The frontispiece of this, our initial Bailey Shows, held by the Barnum Es number is a portrait of Mr. R. C. Camptate, is of peculiar interest and import to bell, President and General Manager of the American Advertising and Bill Posting Company, of Chicago, President of and distributing work. With wares, than the Associated Bill Posters' Association, (the National Organization), and Treasless staple-with a market which has to urer of the Illinois State Bill Posters Association. No more fitting tribute can credulously short notice-with the count- be paid to Mr. Campbell than to state that he is a man of infinite resource, proall intinerant organizations, it has yet gressive ideas, and tireless industry, and been enabled to build up and amass for in selecting his photograph for the first its owners fortunes so vast, so enormous, number of this magazine, the Editor was actuated by the fact that he is the acknowledged leader, the foremost and Should the report prove true that Mr. most eminent man in the field which we aim to cover.

> He has bought advertising on the poards in such magnificent quantites,

in a stodonic in the stodonic He had in the meantime devoted his

cacity and foresight in the theatrical branch of the business. In 1887 he was engaged as contracting and excursion agent with the Forepaugh Shows. In actually is—The Greatest Show on Earth. 1868 he was promoted to the position of General Agent and continued in that capacity until 1893. Having in the meantime organized and incorporated

culture like that of writing, no talent is that man is unquestionably R. C. Camp.

He has bought it, sold it, used it, and Ir would be interesting to know the handled it on commission He is familiar

# BILLBOARD

PUBLISHED EVERY MONTH BY

### BILLBOARD ADVERTISING CO.

JAMES H. HENNEGAN, MANAGER.

#### -ADVERTISING RATES.-

One Page, - - - \$140. net. One-half Page, - 75. " One-third Page, - - 50. " One-quarter Page, - 40. "

Smaller advertisements 25 cents an agat ne with the following discounts, viz: 10 per cent. off on advertisements amount ag to over 20 lines and less than 80 lines.

(Repeated or continued insertions.) Rates on one page, one half page, one third age and one quarter page advertisement two or more insertions quoted upor tion. Smaller advertisement 25 cents to the regular discum. on sin-

Notices.-With . of

No. 11 W. EIGHTH ST., CINCINNATI, O.

are made without charge as often as the advertiser or agent may require. (Copy for all such changes must reach us before the 25th of each month)

SPECIAL ADVERTISEMENTS.—See page 2. PORTRAITS.

First Page, - \$25 00 Column Cuts, - \$5.0 All portraits are engraved from photographs by the half tone process and include a reading notice of reasonable length. Terms on portraits are cash in advance,

SUBSURIPTION. One Year, in advance, 90 cents Six Months, 50 cts. Single Copies, 10 ct

Billboard Advertising is sold in London at Lou Exchange, 37 Charing Cross, and at American Adve-tising Newspaper Agency, Trafalgar Buildings. North umberland Are. W. C. In Paris, at Brentano', 17 Acenue del Opera. The Trade supplied by a Mews Companies.

s Companies. mittances should be made by cheque, post office of its morey order, or registered letter, unsolicite the cannot undertake to return unsolicite

BILLBOARD ADVERTISING CO.

No. 11 West Eighth Street. Cincinnati, Ohio,

pears herewith for the first time, although growth," and owing to the fact that all as the editor can ascertain, entirely with- entered into under the supposition that out precedent-will, it is believed, be it would be issued monthly, the original accepted as both timely and valuable by plans will be adhered to. athose to whose interests it is devoted It will serve greatly towards demonstrating the efficacy of the bill board as an to a regular monthly visit from BILLadvertising medium and increasing the BOARD ADVERTISING until November number of adherents of which this form 1, 1895, when we will see you weekly. In of advertising now boasts. The pub- the meantime we will carefully canvas lishers aim to have it always newsy, the field we have entered, ascertain its bright and interesting, to cover the field needs and requirements, and ground it is intended to occupy carefully and ourselves thoroughly in the principles of conscientionsly and to maintain a high a policy that will enable us to best and exacting standard of excellence in achieve our aims. all articles appertaining to the interest of its readers.

ALTHOUGH only in its swaddling clothes, its success is already absolutely assured. The responses to the very that profitable adjunct, The Job Rooms, Posters' Association. nodest prospectus demonstrated that beyond all doubt or peradventure. Two poster as the latter has use for a harhed thousand and twenty-one paid subscriptions before the initial number was is ling the fact. Neverthess the billboards sued and a most gratifying number of advertisers besides Surely a journalistic and are beginning to number among youngster was never started upon a career under such auspicious circum- these self-same journals.

THE interest manifested in the under taking has been so lively and the approinto a weekly; but mindful of the old etc. Correspond with us.

BILLBOARD ADVERTISING, which ap- adage that "a slow growth is the best wation in journalism—and as far plans and contracts have been laid and

HENCE our readers may look forward

Is there anything that shows less of novelty than the campaign posters.

Those newspapers who do not boast of have about as much regard for a bill wire fence, and they are tireless in voicare steadily increasing in popular favor, their most zealous adherents, some

BILLBOARD ADVERTISING will grow larger as it grows older.

Bear in mind, our columns are open at hation so pronounced, that the tempta- all times to Bill Posters, Show Printers, tion has been strong to turn it at once Advertising Agents; Secretaries of Fairs,

#### Posters are Barred in Brooklyn.

At a meeting of the Brooklyn Pub lishers' Association, held October 5, 1994, the following minute was unanimously

adopted:
The importunities to advertise in programmes, catalogues and other temporary publications are increasing to such an extent that it interferes with the legitimate business of newspapers, and in self protection, we, the Brooklyn Publishers' Association, hereby agree not to advertise our newspapers in other than established publications.

The above article, which appeared in Printers' Ink, October 17, is somewhat fraternity, but with an ever-we misleading, no mention of posters being earnest zeal, which is itself made in the resolution in question. Had terest and insures success. the article been headed "Snaps Are Barred in Brooklyn," it would have been much more in keeping with the facts.

#### WHAT THEY THINK OF US

We regard it as a much needed me dium.—Curran Bill Post Co., Denver.

It should have been started long ago Al. Bryan, Cleveland, O.

Start the new paper in a small and inexpensive manner, and let its growth through the medium of posters be natural. Do not force it. You will not need to. There is a field for it.-Col. Burr Robbins.

I believe it will be a great success. Rallard Carroll, Albany, N. Y.

I hope it will fill a long felt want. B. R. Clayton, Clayton, Mich

Wish your magazine a long and pros perous life. - A. D. Gavito, Mauberret's. New Orleans

I am very much interested in what it s claimed to contain .- Tony Kingrafer Shelby, O.

1 think it is a good thing -C. Frank Trott, Junction City, Kas.

I heartily wish you success, as it is a n ove in the right direction—"a long felt son Guide will likely prove what want supplied."-W. R. Burnitt, Honey in need of.

Think you will cover a field that has ong needed a publication.—R. C. Camp bell, President of the Associated Bill

#### A Bill Posters' Monthly,

In Cincinnati, there is to be issued about November 1, a new paper in the interest of bill posters, to be called Bill board Advertising. The new paper will start as a monthly magazine, published start as a monthly magazine, published by the Billboard Advertising Company and managed by James H. Hennegan. It will contain information of value to every person in the United States connected in any capacity with the bill posting industry, and should prove an important and interesting addition to the periodical literature of the time. The offices of Billboard Advertising will be at No. 11 West Eighth street, Cincin nati -Leander Richardson's Dramatic

#### SOMETHING NE

The wise advertiser know of the boards, knows that n dium will yield the same promptly and immediately, that belief by adopting all th most novel methods in voge ality in design, finish and exe care in the selection of local covered-all claim his corefi not in the half-hearted way acterizes the methods of so n

Bill the cities and bill them but don't forget the country many a country route that more actual returns on the involved in covering it, that most crowded thoroughfare in

CINCINNATI is now being e with a newspaper war. The comparatively new morning ing built up a large circulati and judiciously used, has been by the Enquirer and Commerci The Tribune engaged a brass three or four wagons with larg declaring they were "Boyco Booming." The other two p ployed about twenty five boys her band wagon, carrying si their favorit

#### Answers to Correspo

S. L. H., McGregor, Ia.salt in proportion of one pin gallons of paste will keep it from

H. M. S., Savannah, Ga.-Not

David, S. S., Mexico, Mo.-C anhlimate will correct the evil.

J. J. S., Newcastle, Wyo. - The P

I. H. D., Dayton, O .- Write if Decker, Salem, Mass.

W. D. H., Peoria, Ill.-Have y heard of the New York Clippe covers the field admirably.

N. T., Chicago.-1: The An Newspaper Directory, published b P. Rowell & Co., No 10 Spruce New York. 2: Printers' Ink. 3 Donaldson Guide.

H. S, St. Louis, Mo.-The Di News or The Dramatic Mirror, both lished in New York.

L. B. S., Sacramento, Cal.—Try ing them a copy of BILLBOARD AT TISING, say for three months. It more toward stimulating their in than any other available means,

#### BILL ROOM GOSSIP.

Newsy Notes About the Bill Room and Those Connected With It.

The next Annual Convention of the Bill Posters' Association, of Illinois, will be held at Peoria, April 16th, 1895. R. C. Campbell, President of the American Advertising and Bill Posting Company, of Chicago, and also President of the Associated Bill Posters' Association, is Treasurer of the Illinois Association.

Harry Stoops, of Chattanooga, is the latest aspirant for a big city office He Try it. is said to have his eyes fastened longingly on the Cincinnati boards. Gunning has evidently concluded to keep out of the Queen City.

The American Advertising and Bill Posting Company, of Chicago, have broken the record in the matter of odd and unusual contracts. They recently S. V. DeLong, who, in addition to directfive sheets each, measuring five by five, of Illinois. for the Salvation Army, which was followed by one thousand eight-sheet stands, two by four, for the Y. M. C. A. Truly an innovation in advertising, but there is no reason why they should not find the boards as promptly effective as their antithetical competitors, the show-

Chas. Mozier put in the tag end of the circus season on the Wallace car No. 1.

It is said that B. M. Drake, the wellknown general contracting agent with the Ringling Show, would like to buy the boards in some live town. Locality and price being right he would try it on at least for the winter.

That bill posting war in St. Louis is likely to be duplicated in Detroit very you, they will heed it. We will make shortly:

Odd as it may seem, a careful canvas of the field shows a larger percentage of women regularly engaged in bill posting, owning their own boards and conducting their own business, than almost any other business usually deemed a strictly masculine vocation.

President of the Illinois State Bill Post- and will be on hand for the festivities. ers' Association.

J. T. O'Mealia, Treasurer of the Asso ciated Bill Posters' Association, was among the first subscribers entered upon the subscription list.

Greatest, was unable to finish the season & Bailey.

Dan. F. Cline, of Peoria, Ills., is the Illinois State Association.

The Litho-Tint, or hand-painted stand seems to be holding its own, especially in the smaller towns. Quite frequen ly What the Boys Are Doing, and Where the productions evince artistic merit of a

ost commendable degree of excellence

The Libbie Show Print Co., ordered patronage, might ponder over this hint

Donaldson paper is now all pasted on the shingle plan—that is, the upper Messrs. Davis & Keough from "The Miner, and as Biff is back among his a shingled roof.

Joliet, Illinois is well looked after by posted twenty four thousand snipes and ing a flourishing business is also Vice two hundred stands consisting of twentyPresident of the Bill Posters' Association

> How is your local patronage? Do the merchants of your own patronize the boards?

Then, why not?

Four leading questions these, and extremely pertinent. We will take it for push." granted that you have canvassed the town thoroughly, that you have argued with them, reasoned with them, all to no purpose. You have exhausted every that he is one of the "front line" boys few of the leading ones to experiment quesne Theatre was lucky to engage has a large acquaintance among the city for each name, and we will send them times. BILLBOARD ADVERTISING for three months. They will read it, and mark converts of them. We will make them patrons of yours. Its worth trying.

#### THE PROTECTIVE LEAGUE.

The Protective League of American Showmen will hold its Second Annua Convention at Cincinnati, O., January 8th next. The Queen City will be full of the boys for a few days. Many city F B. Kirsh, of Galesburg, Illinois, is bill posters are members of this order

#### Absolute Certainty Possible.

there are many advertisers who do not advertised houses in America. succeed, it should be remembered, also, A. G. Ringling, (Gus) who manages that nearly every person who has suc-A. G. Kingling, (Gus) who manages that nearly every person who has suc-the boys on Car No. 1 with the World's ceeded is an advertiser. Following up boys, who knows a good thing when he billing. By the way, Jack, I hear you the idea a little further, we are led to obsees it, and in consequence the Fifth have it to burn this season? Good luck on account of illness. He was replaced serve that for the most part all successful Avenue Theatre is one of the best billed to you. by Ralph Peckham, who put in the advertisers are those who began in a houses in New York. Since J. Charles greater part of the season with Barnum small and cautious manner, carefully Dairs is at the helm, Gus will get a feeling their way and studying diligently chance to let all the good people know from day to day, the results of previous about the magnificence of the attractions a effort. Advertising conducted upon lines playing that beautiful society resort. member of the Protective League of like these is as certain in the matter of Mr Harry Miner secured Gus' services American Showmen, and Secretary of results as is the fact that the day will when he acquired the lease some years TISING. Address all communications to follow the night.

#### Among the Agents.

They Are Located.

"Major" Thomas Cash has deserted one hundred copies of the first issue for House, Pittsburg. "Tommie" is not a Boston and is now with the Grand Opera his progress. distribution Those bill posters who are giant in stature, but his worth is mecomplaining of a lack of commercial gatherian in quality. It is his first seawith profit. A copy of BILLBOAD AD- a name in that "burg" for himself already. son in the Smoky City, but he has made VERTISING in the hands of your local He has a lovely family and is justly proud advertisers will accomplish more good of his little folks He put in the summer than may be had from a week's soliciting. or his little locks the put in the Park in the P Brooklyn.

sheet overlapping the under sheet and Hustler" Company to "Down in Dixie." at all times, and while he may not be a diplomat, still he is loval to the back bone, and his show is well represented at all times.

> handlers of paper in the country is at the and his town is invariably well billed. head of that department for the Bijou Cliff's specialty is 'barricades," and as Theatre, Brooklyn. He may be a little he was never known to make a promise bit the senior of some of the boys, but and break it, he stands well in his native his work is that of a two-year-old, and city among the best of the business peowhile the opposition may get a little ple. He is quite a politician over in his warm, Charlie looms up as serene as ever ward. and his house is sure to be away "in the

has been quite a lengthy one, proves Hoyt's Theatre, (formerly the Madison resource. Now let us try. Pick out a and Manager McCullough, of the Duon. Only a few. Send us their names him. Ben circused for many a summer and addresses, with ten cents in stamps and believes in putting out paper at all worth and whose hand is ever in his

> "Al" Beaumont is at the Schiller, Chi cago, and as Al has been handling paper in Chicago for the pastsfifteen years, it as his work stands out so well his berth goes without saying that he knows the is a most secure one. In summer, Mr. value of good paper as well as any man Welch has lots of outside work and is in the show usiness. It was not an unwise move that Manager Pryor made when he appointed him chief of the advertising department.

McVicker's Theatre, Chicago, comes of has a host of friends who are rejoiced at an old school of circus people being a his success. Brooklyn has doubled the nephew of Andrew Haight, and believes number of boards it had last year, and in special boards, and the number of they are full all the time, as the New years he has held his present position is Yorkers believe in billing Brooklyn. a guarantee of his excellent work. He Success to Barney Link. has a host of friends in the city by the While it is unquestionably true that lake, and McVicker's is one of the best

"Gus" Miller is one of the "steady"

James Weedon is one of the youngsters n the business, but the Academy of Music, in Pittsburg, is so well billed that it shows conclusively that "Jimmie' is fast forging to the front. He is a selfmade man, and deserves lots of credit for

"Ed" Giroux, who used to bill the Windsor in Chicago so well, is now in advance of the "Tornado," and is billing that company as if it was a circus. The excellent business done testifies as to the excellent quality of his work.

So "Biff" Clark has returned to his former love, the Bowery. Well, he made . James Dedsen has been transferred by a great record at the Peoples for Manager friends, it goes without saying that he shedding much rain after the manner of We all know that 'Jim" earns his salary will get a great showing for all companies playing the Peoples.

> Cliff Wilson, who has been the advertising agent for the Bijou Theatre, Pittsburg, for the past ten years, has a host Charlie Seymore, one of the oldes: of friends among the traveling managers

> Chas. Welch, who is at the head of all the advertising done for Hoyt's attrac-Ben Cullen, whose stay in Pittsburg tions in New York, with headquarters at Square Theatre) is one of the best known advertisers in New York City. Charlie officials, and is a gentleman of sterling pocket to needy friends. He is supposed to be the highest salaried man in his business in America. He is in high favor with Manager Frank McKee, and deservedly successful. -

> Barney Link, who was chief of the advertisers last summer for Buffalo Bill, is now managing the American Bill Frank Haight, advertising agent at Posting Company, in Brooklyn. Barney

> > John Reilly is personally looking after the advertising of the Avenue Theatre, Louisville, and as Jack is one of the 'get

#### **CORRESPOND WITH US.**

Items of interest are always acceptable for the columns of BILLBOARD ADVER-No. 11 W. 8th Street, Cincinnati, O.

#### IN GOTHAM.

The Indefatigable and Tireless Indus try of the Bill Poster.

#### As it Appears to the Casual Observer in the Metropolis.

We take it that in the matter of p ain industry the bill poster stands alone. with no man worthy to be a second. The bill poster is busy the year round and rejoices in leap years; but he seems to make an especially violent effort about this season. He sleeps a little, we fancy, at other times, but now he scorns any such display of weakness, and sticks bills through the long night as well as through the hurrying day. It is not likely that he wants to sleep. A building might burn down somewhere, and if he were be utterly unable to grasp it. asleep he would not get the hot and tot tering walls covered with posters in time to catch the eye of the man running to get the 5 a. m. train. If he were at home in bed he could not crowd through the fire lines and post bills on the top story while the firemen were fighting the flames on the floor below. He loves to W. C. Tiede, Racine, Vice President;

If the spirit of restless industry which pervades the ranks of the bill posters Erickson & Co., La Crosse; Henry Sarau, could be made to permeate the rest of Oshkosh; W. C. Tiede, Racine; Karl the community, who dare say how much Stussy, Eau Claire; E. J. Kempf, Sheboy it would add to the national wealth? If, gan; G. W. Harwell, Ashland; Mrs. John for instance, the bill posting zeal could Reiner, Madison; P. B. Haber, Fond du take hold upon the messenger boy, the Lac; John T. Condon, West Superior; change which would be wrought in the S. H. H. Barnhart, Appleton; Wm. H. social and business world is scarcely con | Stoddard, Janesville and Chippewa Falls; Cavable. There appears to be no danger John B. Hebert, Menominee Mich. P. O. that the idea of the messenger boy will and Marinette; Geo. W. Evans, Waterinfect the bill poster. Fire nor water town; John Mallory, Green Bay P.O. and nor night nor storm nor policeman can Ft Howard; Adam Meyers, Stevens stop him. The only thing which ever Point; E. A. Hartman, Mantowoc; Jake gives him pause is the dreaded and hated J. Disch, Kenosha; Will Lansing, Neenah P. O. and Menasia; J. D. Lawe, Kausign of "Post No Bills."

It must not be supposed by the unob serving that pasting up the gigantic bills which cover fences and sides of houses is the bill poster's only work. These to Rapids, P. O., Centralia; W. Putnam be sure are his great works, the ones Marshfield. which call forth his genius; but his long, steady, untiring, day-in-and-day-or -labors are directed at the humble ash can promptest returns of any advertising Association than any similar organ-The pile of bricks, the dry goods box, medium extant. They will not sell ization or movement that has ever beer the new building, all attract him, but none of them give him that pure tranquil joy which he feels when a new ash they will render valuable aid to the which is flourishing splendidly. The holiday advertising medium. It won't barrel swims into his ken. He loves to salesman who does. bill and rebill an ash barrel every morning a new bili, whether or not the old one has been damaged, till the barrel is padded with paste and paper, upholstered in bills, takes on an obese aspect, becomes broader than it is long, and looks as if it were wearing extremely pronounced crindecend upon the ash cans of a given street, one detachment waiting around loathed bills, and then swooping around and sticking its own over the others with a slap of wet brushes and a swirl of paste bark like a cork tree.

Is it possible that bill posters, paradoxical as it seems at first sight, are messenger boys of a larger growth? that all Points About the People Who Print of the vast oceans of energy conserved and stored up while in the larva state of a messenger boy burst forth in riotous profusion in the perfect condition of bill poster? There are whole intellectual restaurants of food or thought in this idea: but we leave it to some profes sional essavist.—Harbers Weekly.

#### ADVERTISERS' RICHES.

wide-spread advertising in the past one hundred years could be ascertained and added together, the sum would be of such infinite magnitude, that even the mind of an expert mathematician would

#### WISCONSIN BILL POSTERS.

The following is a list of the members of the Wisconsin State Bill Posters' Association: E. A Hartman, President, Mantowoc;

be out on the street at night, when, Frank A. Fitzgerald, Secretary, Milwaushould he discover a fire, he can bill the kee; E. J. Kempf, Treasurer, Sheboygan; front of the building and then turn in an Cream City Bill Posting Co., F. A Fitzgerald, Manager, P. J Shannon, President, Milwaukee and Suburbs; Aug. kauna; M. O. Rowell, Bear Dam; W. A. Foster, Tomahawk; E. Oconomowoc; A. W. Rums Palmer Grand

> Posters judiciously used yield the newspapers, or any other medium, but

#### A SPECIAL OFFER.

To every person subscribing for BILL BOARD ADVERTISING before December 1st, 1894, we will send, postpaid, A Handoline. But it is when rival bill stickers some Calendar for 1895. To avail your Order for 90c, with subscription blank the corner till the other has affixed its properly filled out, to reach us not later Donaldson pictorial paper. than December 1st 1894.

in which they are located, as well.

#### SHOW PRINTERS.

### the Posters.

The Morrison Show Print Company No. 11 Jefferson Avenue, Detroit, Mich. has entered the field under the guidance of Mr Jos. Cohen. It gives promise of proving a most lively competitor and a vigorous candidate for theatrical patronfine themselves to engraving on pine, and color printing, both block and pic-If the fortunes made by judicious and torial, and type work in all its branches.

> "Billy" O'Malley, who for years ran the stock and shipping at the Empire in Chicago, is now engaged in a similar capacity for the Donaldsons, of Cincin-

> James Winterburn, President of th Winterburn Show Printing Company, o Chicago, has assumed the management of the Walker Whiteside Co. and will direct the tours and conduct the business of that rising young tragedian

Samuel Booth has again opened up much to the gratification of his numer ous friends in the show business. He is located at No. 332 Seventh Avenue, New York, where he has a splendidly equipped establishment

Mauberret's Show Printing House, of New Orleans, the oldest and best show printing concern in the South, believe that BILLBOARD ADVERTISING is a good thing, and give substantial evidence of their endorsement in the shape of a subscription and an advertisement, which appears in this issue on another page.

quirer Job Rooms, of Cincinnati, has succeed in producing results in zincographic printing that are truly wonderful.

The Show Printers' Association, o which Thos. S. Dando and Moncrief Clelland are the ruling spirits, has accomplished more real good in the matter of adjusting credits and affording immunity from loss to the members of the goods, however. Neither will circulars, projected. Twenty-six show printing have it all. See your merchants, expiate concerns are members of the league dues in comparison with the services rendered are merely nominal. Inquiries No. 34 S. Third St., Philadelphia, Pa.

> Francis & Valentine have entirely recovered from the effects of their recent disastrous fire, and are now located at carry in stock a complete line of the of bill posters of any city in the country.

larging their facilities.

The Libbie Show Print. Company, of Boston, than which there exists no office in America better equipped for all kinds of poster printing, are making a specialty of large block and type work for both nercantile and show advertising. This well known house is one of the most progressive and enterprising of all the Rastern firms in their line. They have hold upon the estimation of a large number of patrons, both in the commerage. For the time being, they will conber of their customers is growing at a most gratifying rate. Their unequalled facilities, rare courtesy and uncommon tact have contributed greatly towards heir success and enabled them to assume their present enviable position among their competitors. The friends of C. F. Libbie, Jr. are legion.

> E. W. Goggin is no longer connected with the Francis & Valentine Co.

It is significant that among the vast number of failures which occurred during the recent panic, but one show printing house went under, (The Empire of Chicago) and its downfall was directly attributable to a combination of circumstances totally outside of its regular business.

Ed. Sprague, formerly of the Empire is now with the Central Show Printing Company, of Chicago.

E. C. Thurber, (Charley) with the Shober & Carqueville Company, is as genial, pleasant and well-liked as ever. No one has more friends among showmen than Mr. Thurber.

THE Ault & Wiborg Co, of Cincinnati, is one of the most progressive ink houses in the country. The rapid growth of this concern has been truly phenomenal. H. J. Anderson, manager of the En- Their inks are known far and wide, and their label on a can of ink is a guarantee of excellence. Their poster inks are undoubtedly the best in the country. The ink used on this publication is from the above\_firm.

#### HOLIDAY TRADE.

It behooves bill posters to get started right now and secure some of the Holiday Trade. Don't let the newspapers on the advantages of the boards as a take long to convince them. Start one and they will all follow. Send to Donshould be addressed to Moncrief Clelland aldson for a sample of their new Holiday Poster-it will interest your patrons and start 'em thinking.

#### A HORSEY TALE.

Pittsburg has the reputation of posself of this offer, you must send Money No 517 Clay Street, San Francisco. They sessing the greatest hustling aggregation Seldom, indeed, does a box or a barrel of any description escape these enterprising Hennegan & Co., of Cincinnati, are bill stickers, but it remained for one of Many of the bill posters who advertise rapidly building up a splendid business. their number to gain a record second to around each like red fire around a pin- in BILLBOARD ADVERTISING not only Their growing patronage has twice dur- none by posting a half-sheet are the wheel-then it is that an ash can grows a benefit themselves, but the whole town ing the last year necessitated their en carcass of a horse while the body was still warm.



#### MANY FINANCIAL LOSSES.

The season just ended has proved with a few exceptions in widely distant and isolated localities, the most disastrous that Fairs and Races have experienced in a decade. Last year, it is true, those few brave souls who undertook to buck the World's Fair, especially those in territory immediately adjacent to Chicago, experienced a cold and chilling frost of most pronounced severity and depressing effect, but a great many fairs in the extreme East, South and West did well. This year, however, bad business was general From every direction comes reports of very light attendance, deficits and great financial loss. Truly this is a very uncertain world. "What's that?" "The world's all right-its the Democrats!" Well, maybe so, maybe so.

#### **'A PERTINENT SUGGESTION.**

There is nothing that will contribute in a greater degree towards the success of next year's fair than an early start. Jefferson County and Rock River Valley VERTISING especially valuable to Secre-New Year's day next ought to see the officers elected and the organization perfected of every fair that is to be held is some talk of making the track at this we desire to have the co-operation of during the season of 1895. A thousand and one advantages accrue to the societies who adopt this course, not the least of which is that it leads to an early ecision in the matter of the fair date. and tends greatly toward avoiding the Fair on a paying basis and displayed wish to be enlightened. In return for endless annoyance and vexation which marked ability in the methods he em. your subscription, we intend, as far as it usually attend the settlement of this ployed. Floods and the general depres is in our power to do so, to make our mportant question. Decide upon your sion proved too much for him, however, paper of such value to you that you date early and let the laggards worry.

Cyrus T. Fox is the Secretary of the Berks County Fair, resident at Reading, past.

Secretary of the Fair at Jefferson, Wis which is held under the auspices of the Agricultural Society, reports very good taries of Fairs, and all who are interested

point a fuil mile.

and the Elmira Fair, as a consequence, at would not be without it for five times the least as far as Mr Robinson's connection amount of the subscription We will,

F. P. Kispert, the efficient and hustling AN OPPORTUNITY-WILL YOU GRASP IT?

We intend to make BILLBOARD ADbusiness, considering the season. There in Fairs and Races. To accomplish this every Fair Secretary in the country; we want you to subscribe and advertise, Geo. M. Robinson finally acknowledges when possible, and correspond with us, absolute defeat. He made a splendid giving us such information as you may effort to place the Elmira Inter-State have, asking us for points on which you with it is concerned is a thing of the from time to time, introduce illustrations and articles on the "Best way to advertise a fair," "What are the best attrac-

tions for fairs, and where to obtain the same," "New Displays," etc

Directors have heretofore ex perienced great delay and much vexation in obtaining the prop er "Special Attractions" for their 'Fairs, sometimes not engaging them until the last week not giving them time to advertise same properly, and when your special attractions are not ughly advertised they loose value. We will

There has been a marked improvement in the last few years in the quality of the fair posters. Some of the designs issued last year were real works of art. This year will see many more of a high

The Hamilton County Fair,

which was held at Carthage,

Ohio, was the most successful

ever held in the history of

the Society. Thirty thousand

people were in attendance o

The Danville (Ills.) Fair, in addition to the general depression which affected all alike. had the additional drawback

Danville Fair and Trotting Association, are truly marvelous. under whose auspices the Fair is held, is regularly incorporated, and has been, we believe, since 1890. They have one of the best mile tracks in Northern great number of Fairs this season. They cific coast. Illinois, and no doubt will retrieve next were accorded great receptions wherever year, dir unhappy experience this

simply vile, and the wonder is that the are getting some wonderful results in the few that came through with a balance showing made, though but poor, was not the way of half tones and line cuts on the right side of the ledger. worse than it really turned out. The Their latest production in color plates

> and Riders gave their exhibitions at a closing contracts to cover the entire Pathey appeared

Read the "Special Notice."

of a very wet week. The weather was The Helleberg Photo-Graving Co., The Brockton (Mass) Fair is one of

Arthur M. Plato, of San Francisco, the hustling Secretary of the Pacific Coast The Tolbert Combination of Horses Bill Posters' Association, is in New York

> W R. Burnitt, of Honey Grove, Tex is one of the live bill posters of Texas Handsome Calendar who takes great interest in his calling who takes great interest in his calling.

business of tions to Fairs, and only whom we know to be reliable and of a high order will be per mitted to advertise in our paper. No fakes or humbugs.

Try a years subscription, and our word for it, you will be amply repaid by its monthly visit.

### SPECIAL OFFER

Every one sending us a year's subscription by December 1st. will receive free, a

SPECIAL NOTICE To every person subscribing for BILLBOARD ADVERTISING, before December 1st, 1894, we will send, prepaid, a Handsome Calendar for 1895.

## THE AULT & WIBORG CO.

THE BEST



PRINTING INKS NEAR CAMP STREET,

ALL COLORS AND GRADES.

68 Beekman St., New York.

82 Sherman St., Chicago.

Cincinnati, O.

# WANTED WILL THE BOARDS In any good live town of between 25,000 and 50.000 inhabitants, provided they can be obtained at a reasonable figure, for cash Address with fu'l particulars E. M. BURK, Car Central Hotel Covington. Ky

### PRINT POSTERS,



Not the ordinary Posters you will note, for I understand my business thoroughly. Some people say I charge a good price. All agree that I do good work, Everybody knows that good work is always cheaper than poor. You can find me at 332 Seventh Avenue, New York City,

### SAMUEL BOOTH.

GHRISTMAS POSTER

By THE DONALDSON LITHO. CO.



Lithographed in Four Colors, size 30x40 inches.

We allow a commission of 20 per cent. to Job Printers and Bill Posters on all orders received through their influence. Sample sent by mail on receipt of 9c in stamps. Address

THE DONALDSON LITHO. CO., CINCINNATI, O.

The Largest and Most Complete Poster House South

526 TO 532 POYDRAS STREET. NEW ORLEANS.

**OUR SPECIALTIES:** 

Posters and Stands of All Sizes, ENGRAVED, or PRINTED from TYPE, In as many Colors as Desired.

GOOD WORK · LOW PRICES · OUICK DELIVERY

### Designers and Engravers.



The Heneberg Photo-Graving Co.

245 SYCAMORE STREET.

CINCINNATI. O.

Winterburn SHOW PRINTING CO. 166 Clark, Chicago.

Descriptive and Pictorial Posters,
of All Kinds.

# HENNEGAN & CO. Poster Printers

POSTERS OUR SPECIALTY.

FINE COLOR PRINTING.

CORRESPONDENCE SOLICTED.

# BILLBOARD ADVERTISING

### A MONTHLY RESUME OF ALL THAT IS NEW, BRIGHT AND INTERESTING ON THE BOARDS.

CINCINNATI, DECEMBER 1, 1894.

PRICE 10 CENTS.
PER YEAR, 00 CENTS



#### Classified Advertisements.

Two line displayed advertisements under this heading, 25c. for one insertion, 60c. for three insertions, 75c, for four insertions, \$1 00 for six insertions. Larger carrds, 10c. per agate line,

#### BILL POSTERS' DIRECTORY.

American Advertising & Bill Post-

Troy, N. Y., Dundon & Co., Bili rostemand Distributors, 1144th St.

A Freak in Texas! Reliable Bill Poster at Honey Grove. Owns 7000 feet boards. Can give guaranteed showings. Pop. 3500. see BURNITT, the Bin Poster.

Western Bill Posting Co., Salt Lake City, Utah. Bill Posters and Bill Writers.

The Curran Bill Posting and Distributing to, own and control all bill boards in Denver, Pueblo, colorado Springs and surrounding towns. Gen'i Office, Denver

Send your Ad. in for Our New Year's Number.

Will Crockett, The Bill Poster and

Hugh Vance, City Bill Poster and

John A. Lakin, City Bill Poster,

Evansville, ind., has population of

The Osnkosh Bill Posting Co., City and definite service. Population 30.000. J. E. Williams, ngr., Oshkosh, Wis.

Chatham Bill Posting Agency, Bill Posting and General Advertising. Agents in all adjoining towns. W. W. SUANE, Mgr., Chatham. Ont

J. C. Campbell, Bill Poster and Distributer, Wallace, 10aho. 4 Work done in Wallace, Gem and Burke,

Billboard Advertising is a Journal for advertisers. Good thing—push it along

#### POSTER AND BILL WRITERS.

I Write Bills and Posters.
00-95. RUBI. UARRELL, Dayton, Ky.

Sam. M. Dawson, Galt House, Cin-

A Badly Written Bill is Worse than o bin at ail. Try me, Terms reasonable. 35. C. F. McHENRY, Newport, Ky.

C. H. Hesing, 248 Race, Cincinnati,

Pointers For Bill Writers.
HILLBOARD ADVERTISING IS IUII of them.
Subscribe now.

#### ADVERTISING AGENTS.

Sam M. Dawson, Henck's Opera House, Cincinnati, O

G H Hartford Nonare Theatre, Cincinnati, O.

Do you need work? If so, say so. say it in Hillboard Advertising

#### -CIRCULAR DISTRIBUTERS.

All Kinds of Advertising Matter Population 350,000. Address, W. H. Steinbrenner, 313 Vine, Cincinnati

J. H. Lane & Co., Evansville, Ind. does Distributing. 317% First Street.

Distributers, Advertise! In BILLBOARD ADVERTISING. We reach all the large advertisers. Strictly legiti-mate advertisers only wanted.

#### For Information on Washington

### CEDAR SHINGLES

MONTAGUE & McHUGH, Fairhaven, Wash.

The Show Printing House

No Trouble to estimate on any Class of Work, Large or Small.

### The Libbie Show Print

### PRINTERS AND ENGRAVERS.

### 6 to 12 Beach St. Boston, Mass.

We Make a Specialty of Large Block and Type Work for Mercantile and Theatrical Advertising.

Correspondence Solicited. .\_ Connected by Telephone. .. .. We use to Donaldson Cipher.



### American Advertising & Bill Posting Company

-SUCCESSORS TO THE-Broadway & Treyser and Geo. A. Treyser Billposting Companies.

The Largest and Best Equipped Advertising and Biliposting Company in Existence. Own and control more Biliboards, Fine Locations, Car Line Displays than any other Billposting Company in America. Advertisers invited to investigate carefully our facilities.

Advertisers invited to investigate carefully our facilities. CHICAGO, ILLS.

ROBT. CAMPBELL, Pres't.



### D. Philip Phillips.

General Agent, WALKER WHITESIDE CO. TRAVELING REPRESENTATIVE.

For BILLBOARD ADVERTISING. Permanent Address.

166 S CLARK ST.

CHICAGO.



## Steam Cooker

FOR FAMILY USE

A Challenges Competition to Equal It.

. Cooks an entire meal at one time, on one hole of any kind of stove that will boil water. Saves 75 per cent. of fuel, and makes your two-hole stove equal to a six-hole range.

PRICES! SHALL SIZE, \$2.75; PAMILY SIZE, \$3.50; LARGE SIZE, \$4.50. J. J. NEVILLE & CO., WANUFACTURERS, 20 Richmond. Street, CINCINNATI, OHIO. # Ad

#### Classified Advertisements

Two line displayed advetisements under this heading, 25c for one insertion, 60c for three insertions, 75c for four insertion., \$1.00 for six insertions, Larger cards, 10c. per agget line

#### AMERICAN FAIR BULLETIN.

Trenton, N. J. The Great Inter-State Fair. Jno. Guild Muirheid. Seg'v.

Ionia, Mich. Ionia District Fair Association. M. M. CURRIER, Treas.

A Line in Billboard Advertising will keep your name before the largest advertisers in the country.

Groesbeck, Tex. Limestone County Fair and S. R.'s Assn. Dr. S. D. Bugg, Secy

Billboard Advertising, for Fairs.

Shedman Bros.' Kuno-Drome. A Great Attraction. Address SHEDMAN BROS., Elizabeth, N. C.

Billboard Advertising is going to prove a great boon to Secretaries of Fairs.

Newspaper Cuts for Fairs. Write to HELLEBERG PHOTO-GRAVING CO., 243 Sycamore Street, Cincinnati, O.

#### The Homiess Boys' Friend

A monthly Paper published for the benefit of the Homeless Boys of Cincinnati 50c. per year. Address

THE HOMELESS BOYS' FRIEND.

184 Sycamore Street, Cincinnati.

### Francis & Valentine.

### Printers & Engravers

517 Clay St. and 512-514-516 Commercial St. SAN FRANCISCO, CAL.

Commercial and Show Printers,

POSTERS AND COLOR WORK.

Designs Furnished.



# TO SECURE EMPLOYMENT

ADVERTISERS RUSHESS Published by CHAS. H. HESING, 245 Race St., Claring at S. SUBSCRIPTION 50 Cents R Year-vertising Rates \$1.00 per Square of 19 Agate lines

#### The Revel of the Prudes.

Up in Canada the moralists seem to have everything all their own way Their supremacy extends not alone to the matter of theatrical billboards, but to the rights of private citizens to enjoy the most ordinary comforts and liberties on Sunday In Toronto for instance, a city of about 200 000 inhabitants, there are no Sunday street cars or other accommodations which a community with the slightest regard for its privileges and liberties would insist upon having and would surely succeed in securing. It is not surpri-ing where such grotesque servility as this is in existence, that the war against theatre posters should be carried out steadfastly and almost without intermission F. W Stair, manager of the Academy of Music in the city named, is at present awaiting trial in the law courts for having put up some posters of one of Sam Jack's companies which the local moralists did not like. At the preliminary hearing the other day, there was the usual bigoted testimony from clergymen. One of them, the Rev. Dr. Galbraith, said, under cross-examination that he believed the theatre's influence was evil, and he had frequently preached against the theatre. He had seen the nude statues at the Toronto Normal School, and con-idered that "if exhibited in public places their influence would be bad and immoral."

What do you think of that?

Why, such a man would have qualms of conscience at sight of the naked truth and would blush at a bare thought.

It is extremely doubtful if courts of law can be found in any part of this civilized country to punish theatrical managers for putting up posters such as any reputable manager would think of placing on the walls. The Dramatic News and all the better part of the theatrical profession, would eagerly and vigorously assist in the obliteration of any actual immorality in the matter of stage posters But, that there is anything wrong or degrading in any ordinary picture of a woman in tights, is a proposition so utterly childish that we cannot consider it seriously, nor can we regard as anything but cranks, hypocrites or fanatics, the people who are frothing and fuming about these things in various parts of the country at this time.-Leander Richardson's Dramatic News.

#### NEW YEARS NUMBER.

The January number of BILLBOARD ADVERTISING will be a memorable issue. It will have a lithographed cover, consist of sixteen pages, and the edition will be ten thousand copies of which it is designed to send at least fifteen hundred complimentary copies to billposters and advertisers throughout England, Ireland, Scotland, South Africa and Australia, As this is a very ambitious undertaking for so young a journal, we are going to call upon our friends to patronize our advertising columns liberally. In Great Britain bil posters, show printers, and advertising agents support their trade journal handsomely. Their American confreres should not be behind them in his respect and here is the opportunity to demonstrate the fact. Send in your advertisement. Send in the news. Make this particular number a fitting effort to send across the seas; a greeting us it were from the billposters and show printers of America to the members of the craft in foreign climes.

#### A GOOD ONE.



G. H Hartford, whose features are pictured above is one of the younger advertising agents of the day but decidedly clever in his chosen avocation. He has already achieved a splendid reputation which many an older man might envy. At present he is managing the advertising department of The Fountain Square Theatre, of Cincinnati. His experience has been wide and varied and embraces all the lines of both theatrical and circus work, he having at different times been identified with Sells Bros Circus, Morrison's Faust Co. Ringling Bros Shows, The Fatmen's Club Sells and Rentfrows Circus and Irwin Bros Shows, besides putting in an entire season each at the St Charles Theater, New Orleans, Hooleys Theater, Chicago, and The Grand, Chicago.

He works with an enthusiasm and earnestness that command admiration. and brings to his aid an experience of such wide range as would be deemed almost incredible in a man of his years

#### Ninety Cents.

There is no billposter, no show printer, no advertiser, and no agent in the land but what can well afford to exchange ninety cents for the news gossip and pointers that a year's sub scription to BILLBOARD ADVERTISING will bring him.

#### A Bill Poster's Challenge.

There is a billposter in Hamilton, Ontario, whose height is five feet eight inches and weighs 145 pounds, who can do a twenty-four sheet stand (single sheet) in eighteen minutes. We would like to hear from some one who can cut these figures.

Don't forget our special New Year's Number. It goes all over the world.

#### Do You Know Where He Is?

John J. Shea of Belleville, Ontario, left his home to join the Washburn Circus in 1893, he afterward went to San Francisco. Was heard from last April, but his family have heard nothing from him since. Any information about him will be thankutlly received by his wife

Mr. Shea was eighteen years in business in Belleville.

An advertisement in our New Year's Number will be read throughout the entire English speaking world.

#### **BILL POSTERS IN SESSION.**

#### W. J. McAllister, of Troy, Chosen President to Succeed Mr. Castner.

The New York State Billposters' Association held its fourth annual meeting in the New Osburn house Nov. 12th.

Among those present were: George Castner, President, of Syracuse; Vice-President W. J. McAllister, of Troy; Secretary James H. Staats, of Lockport; C. E. Clayton, Niagara Falls: H. L. Eastlick, Albion; E. A. Stahlbrodt, Rochester; P. N. Eastlick, W. L. Milburn, Yonkers: Harvey L Palmer, of Hoosick Falls; A Perry, Batavia: John Reese, Mechanicsville; Samuel Pratt, New York; L. W. Eaton, Auburn; John Napier, Utica, and Charles Wood Jamaica.

The annual election of officers was held and resulted as follows: W. J. Mc-Allister, President, Troy; C. E. Clayton, Vice-President, Niagara Falls; James H. Staats, Secretary, Lockport; J. Ballard Carroll, Treasurer, Albany.

Reports were read by the different officers and various other business was transacted.

Plans for the protection of the present interests of the members of the association and also for the increase of their interests were proposed and discussed. The meeting was an interesting one, and all present took an active part. There was quite a spirited contest over the place of the next meeting. It was finally decided to hold it in Syracuse, May 6. 1895. In the evening all the members of the convention attended the performance of "Shore Acres" at the Lyceum Theater on invitation of Manager Pierce.

#### DENVER NOTES.

Mr. Turk, agent of the American Tobacco Co, is booming the Old Dominion Cigarettes very strongly in Denver at the present-time, and he is a friend of all the Associated Billnosters.

Mr. Will Wheeler, ahead of "A Pair of Kids" was here last week, and left on his way East.

Mr. Frank Murray, ahead of "Aladdin Jr.," painted the town in all colors for Henderson's greatest attraction, and has left for Los Angelos.

Mr. Dean, ahead of "Katie Emmett." who is one of the nicest and smoothest agents on the road, was here last week. All the theaters in Denver are now open and doing good business.

Mr. Harry Robinson, of Cincinnati, is here in Denver picking up his lost health. He is an old circus billposter. and well known to managers over the country.

The Sells & Rentfrow Circus, now called the Paris Hippodrome Syndicate, is wintering in Denver, and will start from this point in the spring. They have the finest winter quarters they were ever in, as all their stock and everything is under one enclosure. Charlie Holton, the old, reliable agent, is here for the winter.

The Elk Whisky people, of Lexington, are booming Colorado very strongly

Chocolat Menier has contracted for two hundred stands of paper and fifteen thousand feet of wall and fence signs

Over fifteen hundred copies of our New Year's Number will be mailed to members of the craft in foreign coun-

#### The Ancient and Honorable Calling of Rill Posting.

The most aristocratic and noble profession of any, is that of Bill Posting, if ancient origin is any criterion. The nobility of Europe take pride in and make much of ancient lineage If a family can trace back its ancestry to the days of William, the Conqueror, it holds a proud position. The Pope of Rome claims authority as a descendant of the Apostle, Peter, only nineteen hundred years ago.

We, as bill posters, can trace our occupation and family back much farther than Apostolic times. We can go beyond the dark ages clean to the dawn of Creation into the Garden of Eden. The first bill poster of whom we have a record is Adam. He put up a "protected" "fig leaf,' which gave notice of a ' leg show' and made conspicuous the "living pic-

Noah followed the noble profession and gave notice to his generation, as chief of the "weather bureau," that a heavy rain was coming.

The builders of the Tower of Babel erected a conspicuous "stand" to attract the attention of the public, but as it became an obstacle to public improvement, it had to come down. The cooperative workmen got to misunderstanding each other, which caused a big row and the job stopped.

The Prophets, also, notified the public of coming "events," not always in the way of "attractions" to be sure, but useful information to that generation, at least. Elijah, the prophet, put in some good "show work" when he called down fire from Heaven, and made it hot for the prophets of Baal. John, the Baptist, in his peculiar garb, attracted the public as the "original and only" perapatetic advertiser or herald of his day.

The red men, aborigines of this country, were adepts in the art of bill posting. They marked the sides of trees with their tomahawks, blazing the way through primeval forests so that those who followed might read.

The so-called "masters" in art, the great painters are only bill posters in a degree. They put up "show work" on canvass, put a gilt frame around it, and sell it for big prices.

Hence, we may boldly assert and maintain it stoutly, that the much-abused bill poster is entitled to the front rank as the most ancient and honorable calling in existence. . A. W. W.

#### Room our New Year's Number.

We want an advertisement from every Billposter and Show Printer in America, for our New Year's Number. It is now designed to make it sixteen pages. We would like to make it thirty-two.

The Montana State Billposter Association was recently organized with a hustling lot of boys who don't Post Bills on Dead Horses. Fred Keith, President, Butte; J. M. Alexander, Vice President, Helena; C. A. Harnois, Secretary, Missoula: J. E. Kidd, Treasurer, Boseman Geo. Elston, Solicitor, Anaconda.

RITTROADD ADVERTISING SUCCEEDS where the best of solicitors fail, because it is never inopportune. Its arguments. are sound its reasoning plain and to the point. If you want commercial patronage let us help you to get it. Send us six names and sixty cents and we will send the paper to each address for three months. Result: six new patrons for von.

PUBLISHED EVERY MONTH BY

#### BILLBOARD ADVERTISING CO. No. 11 W. EIGHTH ST., CINCINNATI, O.

JAMES H. HENNEGAN, MANAGER.

#### -ADVERTISING RATES -

25 cents an agate line with the following discounts, viz:
10 per cent off on advertisements amounting to over 20 lines and less than 80 lines
20 per cent. off on advertisement amounting to over 80 lines and less than a quarter of a page.

SPECIAL ADVERTISEMENTS.—See page 2.

#### RUNNING ADVERTISEMENTS.

(Repeated or continued insertions.) Rates on one page, one nail page, one thir page and one quarter page advertisemen for two or more insertions quoted upo application. Smaller advertisement 25 cent a line subject to the regular, discumbons and the following additions discounts with

l0 ner cent off for three insertions. 15 per cent, off for four insertions. 20 per cent, off for six insertions. 25 per cent, off for twelve insertions.

READING NOTIOES.—With \*\* or \*\*\* 50 cents per line brevier measurement, (which equals about eight words to the line) subject to the same discounts that obtain for single

When it is necessary to wire us copy and instructions for advertisements, great saving may be had by recourse to the Donaldson Cipher. We are conversant with the use of SPACE CONTRACTS—Special rates on con-tracts of 1,000 agate lines and unwards may be had on application. Changes in matter the Code.

Address all comunications, for either the editorial or business departments, to

#### BILLBOARD ADVERTISING CO.

No. 11 West Eighth Street.

growth has set in, even at this early day,

MANY of our subscribers also availed

themselves of the special offer, and or-

dered BILLBOARD ADVERTISING, sent to

prominent firms of their respective cities.

As a rule, a half dozen names were selec-

ted for a trial, but in some instances we

were favored with a dozen, fifteen, twenty

and twenty-five subscriptions, and one

firm. The Libbie Show Print, of Boston

Mass., ordered a hundred. Naturally

this has had a very exhilarating effect

upon our circulation, which has attained

most respectable proportions almost at

a single bound. It is seldom indeed.

that a journal in its second edition can

point to over six thousand paid sub

scriptions, and even less frequent are

the instances where the very first issue

It is worthy of note that in point o

quality in the matter of pictorial posters.

America leads the world. No other

country can boast of results which in any

way approach our output. Inexhaustible

originality in design, strength and vigor

in drawing, and excellence in point of

finish, all contribute to the superiority

of our work in this line. In England, it

is of common occurence to see theatrical

attractions bidding for the resident man-

was produced at a profit.

Cincinnati, Ohio.

Smaller advertisements 25 cents an agate SUBSURIPTION.

Oue Year, in advance, 90 cents.

Billboard Advertising is sold in London at Low's exchange, 57 Charina Cross, and at American Advertising Newspaper Agency, Trafalag Buildings, Northmobelland Ave. W. G. In Paris, at Breatand's Trafalague Supplied by all

Never Companies

Remittances should be made by cheque, post office or express money order, or resistenced letter,

The Editor cannot undertake to return unsolicited

THE reception accorded the initial agers' favor with advertisements in which number of BILLBOARD ADVERTISING afthe legend, "American printing used by fords its projectors great gratification this company" is prominently displayed. There has been much kindly comment In Australia, ninety per cent of all the and encouraging interest, which in hunpictorial paper used is imported from dreds of instances has been substantially the United States. manifested in the way of subscriptions Pertinent facts, these, to which our and advertisements. There can no longer American printers can point with parbe any doubt that the journal was badly donable pride. needed-neither is there any question as to its ultimate success. The increase in correspondence and advertising has rendered an enlargement necessary: hence.

THE art of bill posting, too, has reached its highest state of development in America. Especially has it made rapid this issue consists of ten pages instead of. strides of advancement during the last eight. Indications already apparent few years. But a short while back, and would seem to point to the fact that the what a wretched, uncertain and haphazard Tannary number will be even larger. All calling it was Today there is no more of which goes to show that a healthy more legitimate or profitable business extant. And it is all due to Yankee nterprise and púsh.

> Advertisers are fast growing more enlightened in regard to bill posters' busiess methods, and the time is not far distant when bill board space will be ourchased at its real value. No intelligent bill poster will attempt to deny that pace on a thoroughfare will vield more returns than the third or fourth board nn an alley. Hence the need of a more arefully adjusted scale of prices. The me may be far distant when this readinstment will become imperative, but ventually it is bound to come.

#### DON'T STOP. A man is no croaker now who says that

imes are hard, for it is a cold and unleasant fact, but still, that is no reason why we should all sit down and wait for them to grow better. What to do is to seep moving and hustle all the more Anybody can make a good showing when the sun shines, but he is the man of energy and reasons who can succeed in tormy weather. Don't stop trying. Hostetter, the chemist, whose name is known the world over in connection with his celebrated bitters, said once in confidence to a friend that in all of his busi-

ness career, he had never made but one gross error. He went on to say that he had been spending two hundred and fifty thousand dollars annually in advertising, and as the hard times came on he cut it down to fifty thousand. As a consequence his business fell to such an extent that he was a heavy loser instead of a heavy gainer as he had been. He concluded by saying that it took him five years to get his business back where it was when he was spending a quarter of a million, and to do so he had to spend more than he ever had before. So don't stop because times are not as good as they were a little while back, but keep moving, and business will not be so bad if all of us try to improve it. This dullness is caused by a great mass of people quitting work because times are hard. Of course some have to quit, but that is no reason for all of us to lay down. So let us look up and be cheerful and try, and business will improve, tariff or no tariff bill, silver or no silver.

#### KIND WORDS.

Your paper was a welcome visitor. It is just the thing to "fill a long felt want" and I would like to see it made the organ of the Associated Bill Posters' Association of America. - Geo. M. Leonard. President of Michigan Bill Posters' Association, Grand Rapids.

Am on my way to Rochester to attend New York State Associotion Meeting, and hasten to send my ninety cents. By George! your issue suprises me. I expected it a bluff -J. Ballard Carroll, M. Deuel, Otsego; J. McCarthy, Kala-Secretary Asso. B. P. Association.

I wish you every success in your venture, and hope to see your paper well patronized by the hill posters as it is something which is very needful to all of us .- W. W. Scane, Manager, Chatham Bill Posting Agency, Chatham, Ont.

I consider it a valuable paper, and I hope to see it a giant among all papers of the United States. Having been a bill poster for the past twenty years, I appreciate its valuable information -George Elston, Anaconda, Mont.

Please run my ad. tf. It has been the means of getting me work already.-Burnitt, Bill Poster, Honey Grove, Pa.

I hope you will make a grand success, as it is a thing we need, to unite us together, and if there is anything I can do for you will gladly do it .- L. D. Hoffer, Meridin, Miss.

Inst received the paper. It is O. K .-just what we bill posters want. I shall look for its coming as I would for my breakfast. So good luck to you.-John A. Lakin, Cooperstown, N. Y.

We appreciate your efforts in the publication It is a good thing and should be well patronized, as it meets a growing want and will do much good to advance billboard advertising. - Empire Show Printing Co., Chicago, Ills.

Your initial number received, and I am more than pleased with it. It will be a great boon to each and every bill poster in the land, and they should lend it their hearty and substantial support. Wish you every success. I enclose subscription price for one year.-F. M. Groves, Evansville, Ind.

HAVE you subscribed for BILLBOARD ADVERTISING? If not, get in line, send in your subscription now.

#### MICHIGAN BILL POSTERS.

The following is a list of the members of the Michigan State Bill Posters' Association .

George M. Leonard, President, Grand Rapids; Sam G. Clay, Vice President. Saginaw; Thos. Keyes, Secretary, Ionia; C. J. Bloomfield, Treasurer, Bay City.

Walker & Co, Detroit; C. J. Bloomfield, Bay City P. O. and West Bay City; Clay & Davidson, Saginaw; Stevenson & Solomon, Jackson: G. M. Leonard, Grand Rapids; C. H. Milner, Big Rapids; Albert Earle. St. Louis: Leonard & Reynolds. Muskegon P. O. and North Muskegon; Thomas Keyes, Ionia; E. L. Lenhart, Three Rivers; Ellis R. Smith, Battle Creek; C. H. Adams, Allegan; Gibb Mathews, Hastings; H. E. Rosegue, Grand Ledge; A. H. Boles, Hillsdale; Henry Willmott, Ann Arbor; R. M. Murray & Son, Port Huron; James Thompson, Manistee P. O. and East Lake: [as. Westfall, Caro; J. C. Baker, Howard City; Vandenberg, Holland; A. H. House, Manistique; Fred Hutty, Grand Haven; W. G. Tracy, Petoskey; W. G. Davey, Tawas City; F. D Eddy, Lowell; L D. Wynekopp, Owasso; W. A. Murell, Traverse City: John Hill, Wyandotte: Edward Butler, Ishpeming: I. A. Simmons. Benton Harbor and St. Joseph; Frank Maynard, Au Sable and Oscoda: C. F. Churchill, Ithaca; Alva Seaver, Alma; Wm. George, Greenville; A. H. Sleater Charlotte; H. A. Thayer, Flint-E. Culver, Mason; James J. Baird, Lansing; Joseph Henning, Coldwater; Frank

#### ADVERTISING COSTS.

Of course it does, so does everything else worth having except babies, and sometimes they come pretty high. Never let the cost deter you. Bear in mind. as Cottrell's man says, that you cannot get rich by saving. Not now. In these times vou must spend money to make money, and in spending it for advertising, you are making the surest and best paying investment in existence. An investment which in point of security is better than government bonds or life insurance, while its earning capacity can only be compared to compound interest at the highest legal rate. Advertising mediums are legion, but there is none that exceeds in real intrinsic value, well ordered billboards and posters, unless it be bulletins and even that is doubtful.

#### A SPECIAL OFFER.

The success attendant upon our special offer in the November issue, moves us to again extend it, viz: Send us six names of possible advertisers in your city with sixty cents and we will send BILLBOARD ADVERTISING to each of them for three months. You will find the little journal the most effective solicitor you ever employed. It will accomplish more than all your personal effort and ingenius argument. It is daily making converts and increasing the number of believers in the merits of the boards. Try it.

Advertise in our New Year's Number

We call the attention of Bill Posters to our Special Offer of the Donaldson Guide and a year's subscription to BILL-BOARD ADVERTISING, for \$2.00; the book sione has never sold for less than that and the cipher makes it doubly valuable to bill posters.

#### J. BALLARD CARROLL.

I. Ballard Carroll, the manager of the Albany City Billposting Co., was born on the night of July 19, 1856. An astrologer says that on that night the moon's outline was circular and that its only inhabitant smiled when the baby came into the world. Whether that was a sign of the good nature of the child or whether the child was good natured on that account is a question that the astrologer cannot answer, but there certainly is a connection, for from the night that Mr. Man, of Moon, smiled until this day the child has not cessed to do the same thing.

The man in Albany who does not know "Bally" Carroll and who does not know him well enough to address him familiarly as "Bally" must be a newcomer, and the man that does not like him left the city long ago in the middle of the night.

Mr Carroll was born five doors from his present home. His whole life has been spent in Albany and has been spent in such a way that he commands the respect and confidence of every business man in the city. He was the manager of the Albany Stove Co. for a number of years, and left that company to accept a position in the business office of the Leland Opera House, which was then under the management of Mrs. Rose Leland. He was at the Léland during the seasons of '87-'88 and '88-'89. When Mrs. Leland died he carried On the business until the theater passed into the hands of H. R. Jacobs.

During his business career at the Leland he conducted the affairs of the house in a manner highly creditable. and when he assumed the position which he now occupies he was known to be a thorough business man. The affairs of the billposting company-were in bad shape. The business was smalland the public had no confidence in the company. It was most prominent through the police court reports in the daily papers. The company was in hot water half the time for violating laws, and the other half for violating contracts It amounted to nothing when Mr. Carroll took charge of it.

Things are changed now. Since he assumed the management there has not been a single arrest and the company has the confidence of all business men, who are liberal patrons. Of course there have been a few billposter's fights, but in every one Mr. Carroll has been backed by the press and the public and has won all of them.

Mr. Carroll is the secretary of the Associated Billposters' Association of the United States and Canada, and is treasurer of the New York Billposters' Association. He is an Elk, being a member of New York Lodge, No. 1.

He is one of the most pleasant men to be met socially. His good nature has passed into a provincialism in Albany. He is a prince of entertainers, and his pleasant little home at No. 714 Broadway has been the scene of many a gathering that has been a source of enjoyment to

#### THE LITHOGRAPHED COVER

-- of our --Years' Number

Pages number two, three and four of the illuminated cover of our special New Years' Number are for sale to the highest bidder, and sealed proposals for the space in question will be received at the office of BILLBOARD ADVERTISING up to December 24th. Pages two and three Flowly settled upon his features. are inside pages, lithographed in one color. Page four is the outside back page and is lithographed in six colors and a gold Successful competitors can have their advertisements pictorial in character without further charge as we furnish all sketches and designs free of cost. This offer is open to general advertisers as well as billnosters, but in view of the fact that this edition is a souvenier number, intended largely for distribution among the members of the craft in foreign countries, we are in time, father?" hopes that they will be secured by billposting firms.

Remember that the edition will consist of 10,000 copies, guaranteed and proven of which nearly two thousand will be mailed to billposters and prominent advertisers in Great Britain, South Africa, Australiaand New Zealand.

Let everybody bid; send us an offer. you may be lucky enough to get one of these desirable spaces even though your bid is low. All correspondence strictly confidential.

We wish all our readers A Merry Christmas.

#### A Christmas Present.

The Robinson World's Fair Steam Cooker is one of the greatest household utensils ever introduced. It lightens woman's work, makes cooking a delightful task. It makes tough meat tender and cooks an entire meas over one hole. It would be an appropriate Christmas present to any housekeeper. See advertisement on page 2.

#### Christmas Table Decorations. In planning for Christmas festivities

estion of table decorations is of real importance. Therefore anggestions for a unique and artistically arranged dinner table may be of service. The covers may be laid for as many as may be In the center have a square bed of holly, from the middle of which there may rise a small Chistmas tree suitably decorated. At either end of the table stand the candelabra, which for this occasion should have red candles have a corsage bouquet of bright flowers tied with red ribbon and for the Have suspended over the table a little above the tree a large bell of red flowers, from the top of which, reaching to each plate, may hang red ribbons about an inch wide, held in place by the weight of the dinner card, which should be perforated near the top, allowing the end of the ribbon to pass through and tie in a bow. On the upper side of the card should be written the guest's name.—Ladies' Home Journal.

FATHER'S CHRISTMAS PRESENTS.

They Were Useful to the Family, and He Saw Little of Them.

We were talking about Christmas presents, the girls and mother and 1, when father come in. Then we changed the subject just a little bit, because it was father's presents we were disenssing. Father sat down by the stove and rubbed his hands—he had just been out at the barn-and a queer expression

Say, mother, and Ned and girls, be said, "I don't want any of you to get me any presents. 'Tain't no use, you

"Why, father," said Lena in an aggrieved voice, "we always get you usepresents, don't we? I don't myself believe in things that are not useful.'

Father's eyes twinkled. "Yes." he said, "but I sometimes think they are a little too useful, you know."

Nell shrugged her shoulders impatiently, but mother said: "Let father have his little joke What is it this

The old gentleman, having warmed his hands, settled himself back comfor ably in his big chair, and his eyes twinkled more than ever.

"Well, let's see," he went on in a ruminating manner. 'Do you remember dozen hemstitched han'kerchiefs that you gave me last Christmas, Leny! I guess I used one on 'em just once Some way or other," with a genial, impartial glance at the company, "Leny and Nell have been usin of I've been usin of Leny and Nell's old torn ones. He, he! I don't know jest how 'twas, but it's a fact. Then, Ned. do you remember the compass you got me for a birthday present last June? It was a nice little compass, and I guess a feller about your size thought so, too, for he's been usin of it ever sence. Then, let's see, there was the silk han'. erchief that mother give me at birthday, and I put it away choicelike, and the fust thing I knew Leny was a-wearin of it inside her jacket. Yes, my presents are all useful, a leetle bit too use-

ful, mebbe. See the point, don't you? Father's next presents had his name written on each of them, and none of us ever again thoughtlessly used the dear old man's things.—American Agricul-

#### A Legend of the Mistletoe.

Shakespeare certainly knew of the mistletoe legends, for he speaks emphatically of "baleful mistletoe," as do other writers of his day. Among the many legends told this has no tragic feature A prince is the hero, and he got separated from his friends while hunting. He wandered about for a long period and finally discovered a humble cottage. Here he took shelter for a time and fell in love with the occupant's lovely daughter. His identity was not suspect ed, and owing to his shabby appearance resulting from his long wandering he was regarded as an undesirable suitor and was summarily ejected. Broken hearted, he again resumed his apparently endless journey and at night slept under an oak tree. There a good fairy told him that a twig of mistletoe would reconcile the irate parent to the match, but it must-be gathered from a hollow oak tree growing by the side of a stream

In the morning he was preparing to search for the tree, but found, to his delight, that it was evidently the one he had been sleeping under. Climbing to

the topmost branches, he found the mistletoe, tore it off and descended the tree in triumph. He found the cottage with out difficulty, presented his peace offering and was promptly given the young lady, with whom he returned to the palace, where he lived the remainder of s days in the usual legendary condition of bliss. The story is told in other ways, but the power of the mistletoe is larged upon, and the ending is always happy.—St. Louis Globe-Democrat

#### Twelfth Night In Scotland.

And at last all winds up with Twelfth cake are given in the daytime to all the children that come for them singing:

Hogman trollolay, Give us your whit wread and none of your

And in the evening there are games: gay games of snap dragon, where raisins are snatched from the flames of hurning brandy, and imprompty charades, and there shall be conjuring and fortune telling and riddles, and perhaps a little play will be given, and stately historsenses break and eat the Twelfth Night cake. All the little children come in, bearing a lighted taper to be stuck in the top of it. The hidden ring is found with much sport, and all drink the wassail bowl, no longer compounded of hot wines and spices, but freshly foaming cider taken through straws or the stems of new clay pipes. And then the whole company say good night, all going our separate ways, singing:

Yule's come and Yule's gone, An we hae feasted weel. Sae Jock maun to his flail agin, An Jenny to her wheel. -St. Louis Republic.

#### Christmas at Osborne

The royal boar's head, the baron of beef and woodcock pie, which are indispensable for a British sovereign's Christmas feed, are all sent from Windsor to Osborne ready cooked. The boar's heais brought in in solemn state precedes by choir have singing a carol as follows:

The queen's boar's head in hand I have Bedecked with bays and rusemary. And I pray you my o-ople be merr-

Capus apri defere Reddens laudes : -In Reginense Atris Caput apri defare Reddens taudes Domine

#### A Service Christmas (Mon-

The poorest family to Servia will pinch themselves all through the year so as to have money enough to buy a pig at Christmas Skewered to a long piece of wood, the pig is turned over a plazing fire until cooked, the guests watching the process with increasing interest. After dinner stories are sold and songs are sung. Santa Claus, who, in the person of an honored guest, is present to receive instead of to give presents, departs after the feast, decorated with a long ring of cakes around his neck and laden with such gifts as his friends can bestow. The feasting room is symbolically strewn with straw.

#### Why Santa Claus Drives Reindeers.

That Santa Claus comes with reindeers simply means he's interested in the wee little fellows still in lapland.—

\$3.00 WILL PAY FOR ONE YEAR'S SUBSCRIPTION TO BILLBOARD ADVERTISING AND THE DONALDSON GUIDE. TWO FOR ONE PRICE.

# NEW YEAR'S NUMBER Billboard Advertising

Sixteen Pages.

Lithographed Cover.

Edition 10.000.

IT GOES ALL OVER THE WORLD.

Send in Your Advertisements.

Make it a credit to the Craft.

EDITION ENLARGED. RATES REDUCED.

#### AN ADVERTISEMENT

This size in our Superb New Year's Number, will he Handsomely Displayed and Inserted for . . . \$2.00

Two inch Single Column.

\$3.00

An Advertisement this size, One Inch Triple column,

One Inch single column adv.

\$1,00

An Advertisement this size will just cost you \$2 00

Now this space would make nice Adv. And All it costs in our Big Edition is

\$4.00

\$1,00

How would this suit you, it's your for

This one would give you a splendid advertisement for

ONE INCH QUADRUPLE COLUMN, \$4.00.

We want an advertisement from every Bill Poster in America for our big New Year's Number We are going to send nearly two thousand complimentary copies to Bill Posters in Great Britain South Africa and Australia, besides sending one to EVERY PROMINENT ADVERTISER in America Every Advertisement will be worth many times its cost to the advertiser.

### \*SEND + COPY + NOW.

Address all communications for either the Editorial or Business Department to

### BILLBOARD ADVERTISING CO.

Remit in any convenient form,

No. 11 W. EIGHTH ST., CINCINNATI, O.

#### PRUDES DOWN SOUTH.

They have had an attack of violent morality in Atlanta. The disorder appears to have first broken out, so far as the South is concerned, in Chattanooga, where, as was described some weeks ago in the Dramatic News, there was a protest against putting up the paper of Hoyt's A Black Sheep. The same poster on its arrival in Atlanta, awakened a similar onslaught, and the Woman's Christian Temperence Union, an institution which appears to be perpetually going about seeking something with which to meddle, promptly took a hand in the proceedings assisted by several local parsons. The Hoyt picture, which stirred up the people of the communities mentioned, is described by the Atlanta Constitution as follows:

Queen of Burlesque, and presents to the view, the figure of a woman in tights. The picture has for its background a peculiar shade of red, while the figure of the woman is made of the me shade of blue Standing with her weight upon one foot. the other being at rest, the ball of the foot only touches the floor. The woman's face is anything but pretty, leans slightly to one side and glances to the floor. Over her shoulders is a hand some wrap which she is in the act of ad-iusting both of her hands being above her shoulders grasping the mantle. A delicate, slender waist tapers up to a pair of drooping indifferent shoulders, while it rests upon hips, which are out of all proportion with the rest of the body. The face, not pretty, is made less attrac tive by the grin which shows a full set of large teeth, and lips so red that the

The picture carries for its title. The

At this distance it does not look as though there was so very much in the bill to become hysterical about. Certainlv , it is superflous to say that Mr. Hovt and his partner, Frank McKee, are about the last men connected with theatrical management in this country who would resort to an appeal to licentious taste by way of attracting patronage to any one of their various enterprises Their methods of conducting their business are entirely legitimate, and there is nothing unclean about their shows or the processes by which they are brought to pub-

These well-known facts give a decided tinge of absurdity to the crusade of the purists in Chattanooga, Atlanta and other Southern cities. In the last men tioned city, in order to comply with the public clamor, the chief of police recently made a case against Billposter Doolev. charging him with putting up indecent pictures. Among the witnesses called to the stand was a clergyman named Butler, who had done a good deal of the protesting. Here is a part of the crossexamination:

Q. Did that picture suggest any lewd thoughts in your mind?
The minister scratched his head and said nothing,

O. Can you name anyone whose mind received an impure impression from looking at the hille? Well, sir there were two men with

me when I saw the nicture, and they both end with me that they were indecent Did they suggest any wrong

thoughts in your mind?

A. Well, when a male looks upon a female in that kind of a costume, improper thoughts would naturally arise O. But that is not what I want to know. What about the effect of that A. Black Sheep picture on you?

A It is my endeavor to keep wrong

O Do you attend the theatre?
A. I have not been in one in twenty

Q. Then you think they should be

A. Yes, that is my opinion,

It would be a fine thing if the morals. or the intelligence, or any part of the conduct of an American community could be guided by a class of people represented by this sort of person, who believes in abolishing an institution which he has not seen for twenty years, and with which he obviously cannot be in the least familiar. A clever satirist once said, in speaking of persons of this type, "To the pure, all things are impure," and this smart speech gains corroboration in the reverend Butler's acknowledgment that he is obliged to "endeavor to keep wrong thoughts from his mind" Evidently the justice before whom the case was tried could not find any cause for alarm concerning the morals of Atlanta through the exposure of the A Black Sheep pictures, for he promptly dismissed the complaint, after hearing all the testimony that was offered.-Leander Richardson's Dramatic News.

#### A NEWSPAPER'S PROTEST.

The billboard is an American institution. That it is an effective one the success of many a spectacular play can testify. There has, from time to time, been an attempt on the part of certain manager or stars to eliminate the billboard as an advertising medium. In the case of a certain few attraction—those on a highly intellectual basis—the billboard is an unnecessary adjunct. In the generality of plays however, it is a valuable auxilliary, and in that class of so-called drama devoted to spectacular effects, it is the main essential. Take such a stage production as "The Fast Mail" and the billboard is the main reliance of the manager. The fact is the that the news" paper appeals to one class of the public, the billboard to another. Some plays can do without the one, some plays without the other, but most plays require the assistance of both.

The billboard is in danger of losing its chief effectiveness for the theater through a late innovation. Within almost the last two years, inspired by the results of theatrical advertising, manufacturers of various commodities have gone to pictorial printers and obtained fancy printing in imitation of those used in the show business. These have arrested public attention on the billboards in the thought that new attractions were coming to town. Instead it has been discovered that the fancily named thing was not a new play, but a new cigarette, chewing gum, patent medicine or breakfast food. So much of this commodity advertising in imitation of plays has disgusted the curious public, and the billboard is no longer an object of interest. It is about time that theatrical managers should take note of this fact. For example, the lithographs of "The Fast Mail" are of little value sandwiched between the Admiral cigarettes and Tutti-Fruiti chewing gum. At best billboard companies have a "soft snap," paying for rentals with passes, and getting their work done at a small figure. It is certainly due the theatrical profession, which has given the billboard its earning capacity, that play-printing should not be mixed up with tobacco and medicine advertisements .- Salt Lake Tribune, Nov.

Correspondents are requested to write only on one side of paper.

#### Among the Agents.

#### What the Boys Are Doing, and Where They Are Located.

Tom Henry, whose long stay at the Walnut Street Theatre, Philadelphia, is so notable, is a hard working advertiser, and of late years he has added to his duties, the work of the Park. It is no easy matter to handle paper for two houses in a city like Philadelphia and the manner in which the two theatres above mentioned are billed, reflects great credit on genial Tom. He has been at the Walnut ten years His outside work in summer brings him in quite a sum.

Joe McGeary of the Bowden Square Theatre, Boston, keeps all the rest of the advertising agents on the move, and it is rarely his house is not far ahead of the others in the matter of billing, he is a hustler of the first class, and is on the go all the time. Joe's friends are many and all the boys visiting Boston call to

The busiest man in Brooklyn is Barney Link of the American Bill Posting Company, of Brooklyn. He is on the go all the time, and in consequence he has few kicks coming to him. Last week he got a contract to put up 500 6x4 stands for Broomfield, the big dry goods dealer of

Sam Lowenstein is still with Ollie Hagan, and is now doing the work for the Hagan in St. Louis. He gave Darkest Russia a great billing, and it is said that it was the best billed theatrical entertainment that had been there in years. Sam has been at the head o the advertistising department for Mr. Hagan a numher of years, and has a host of friends among the advance agents. His snipe work is most excellent.

Charlie Stevens, who is the advertising agent of the People's Theatre, Toledo, has the town all to himself and he bills it we'll covering the entire city. His work is most efficient and he has been in the employ of the house for a number of years. He will need to hustle 'next season, as the new house will open the latter part of September and will make a strong bid for public favor."

John Keenan is still located at the Em pire Theatre, Philadelphia, and a visitor to that city can readily see that the popular Broad Street house is billed far and near. Mr Keenan does more summer work than any other advertising man in Philadelphia and consequently is busy twelve months in the year He is extremely popular with traveling managers and all have a kind word for one of the best advertisers in the eastern country.

Tommy Cash is certainly placing the Grand Opera House, Pittsburgh, in a front place as regards advertising. He has been there only a few months, but already his presence is felt and from a reliable source we learn that he keeps the rest of the theatre boys worried all the

Pete Cavanaugh is doing some fine work ahead of Sandow. His specialty is cloth banners and he gets a showing at the Aldine Club, for an afternoon and that means many a dollar to the Company. evening. -Art in Advertising.

George Cummings is still at Palmer's Theatre, New York, and of course his house is sure to be well heralded on all occasions. George is a quiet fellow and not given to blowing his own horn, but his work is exceedingly clever. His last season in the circus business was '87, with the Forepaugh Show, and he was a most reliable man.

Thomas Riley of the Lyceum Theater, Philadelphia, is quite popular with all the agents of the many vaudeville attractions that play his house. Tom is never too tired to keen at it, and the weather has no more effect on him than rain on a duck's back.

William Harrison is still at the Boston Theatre, and seems to be married to the town, as it has been many years since he "trouped" on the road. He is a first class man, and if he was not he could not have remained ten years with Eugene Tompkins.

Tom Campbell has two houses to look after, the Academy, and the St. Charles in New Orleans. He has put in a number years with Klaw & Erlanger, and with "Billy" Rowles at his back he is sure to add another success to his great record. When in Buffalo, Tom woke the town up in great shape, and secured a splendid engagement to go ahead of the Soudan.

Boone's Areua of Trained Animals is now on the North Texas Circuit. J. Cahill is in advance and "daub him up" to the boys as the right sort of a boy.

#### THE POSTER FAD.

I see that the Franco American Sour people have gone into the poster field quite prominently. In New York, and and I doubt not the rest of the country as well, they are using a twelve sheet stand showing the trade-mark of the little cook in colors, and the words "Franco-American Soups." in big, thick white letters on a blue background. The effect is good.

Speaking of posters calls to mind a topic

to which I have aleady referred in this column some time ago namely, the importance of posters as an advertising medium in France and more latterly in England. Of course, whatever John Rull takes up ought in due course to find its way to America, and if the poster fad should become the craze, it will afford scope for some very artistic advertising. For some years back there has been such a demand for posters that it is not an unusual thing to have an edition printed for collector's use only. It no doubt appears strange that an advertisement should be sought for the same as an antique or a curio, but the whole field of American lithography presents no such attractiveness in this department as does that of France. Possibly we have not the artists. But we have many good illustrators, whose admirers would appreciate a bit of work in color which they could obtain wholly for themselves. especially if it came through a channel sanctified by British approval. There is now being held a poster exhibition in London, and as there is quite a collection of French posters in this country in the hands of men like Mr. A W Drake. of the Century, it ought not to be a difficult matter to have them on show, say

#### A DISTORTED REFLECTION.

A crusade against billboards, noted as pontaneous in several cities, has broken out also in Chicago. As a matter of fact, the billboard is a relic of cruder theatrical times, and it is in many respects an annoyance to theatre managers as well as sometime a public eyesore.

The above paragraph from the editorial page of the New York Dramatic Mirror, November 17th is a fair sample of what a journal does not know about the boards. It is a little more remarkable than usual coming as it does from a recognized dramatic organ, which is supposed to be thoroughly in touch with things theatrical. As a matter of fact, there never was a time when theatrical managers relied on the boards to the large extent that they do at present. Never in the history of the business, has the value of posters been so fully recognized and universally utilized a condition by the way, which will continue to obtain until a medium as quick, economical and effective is discovered, and that will be-never.

It would be interesting to know just what the show printers think of this uncommonly erudite effusion, especially those who have advertisements now running in the columns of the Mirror

#### PASTE THIS IN YOUR HAT.

Or What is Better, Get a Reliable Bill

makes a business. Successful business

It is a conceded fact that advertising

men all will testify to the fact But a novice in this science-for such it isit prone to mistakes and often goes to a big outlay of money and misapplied brains, which is not pregnant with the right results. You advertise to let the people know what you have that they want. That's it in a nut shell. The question is "How can I reach in the most striking way, the greatest number of people who need my goods or services in my particular line and at the least. cost?" To any thinking business man, with all due regard for our friend the newspaper man, there is but one answer -Box car letters on billboards! Get them up loud! Print then big! Pictorial and descriptive! The mercantile man reads them, they are in his line. The professional man reads them, they are catchy, and he can't help himself if he would. The laborer reads them, they are a relaxation from his work. The women read them, just to see what they say. The children read them, they're built that way. They catch the masses, they bring the greatest results for the least money. Bill by all means? Newspaper work is good in some directions. but stop and figure how many more people will read \$100 worth of judicious billing than will read \$200 worth of newspaper ads? There is but one thing better than

posters, and that is better because it lasts longer, and of course costs more, that is Advertising signs! Painted signs! Advertise my friend, but do it right.

It will make your business.

Do it wrong and it will break your

Yours on a prominent corner BURNITT, THE BILL POSTER.

Harry W. Thompson, one of the most killful bill posters on the coast, and a ng time with John Williams of Port-

#### POSTERS FOR RETAILERS.

The most concise and terse of all 'directions for useing" is found upon the doors of public buildings and business houses Just two words, one of which is "push" and the other "pull". Did it ever occur to vou how emblematic they are? If you wish to pass through the portals of success, you must either "push" or "pull".

It is always best and easiest to push If you pull you have to stop and step out of the way of the door, while if you push you can keep right on a going.

There are many ways to push a business eepecially a retail business, and there never was any one yet who pushed hard enough, but what acheived some fair measure of success.

Strangely enough however, the strong est push of all is the one least employed We have reference to posters. How few retailers' realize the value of this med ium. And yet there is nothing so prompt, so reliable, and so sure, nothing that will yeild anywhere near the resul's on a like investment. Try it! just once! If you have no poster printer in your city your local bill poster is likely an agent for some foreign show printer, or reference to our advertising columns will put you in communication with some responsible firm. Obtain your estimates and then try five hundred one sheet posters Be careful with your copy; have it short, sharp and crisp. A good rule is one idea and one article to one poster. Then bill the city thoroughly, and get them out into the country also. Our word for it that you will not only find that it pays but you will do it again as soon as you get the opportunity.

#### ON ADVERTISING NOW.

We have never insisted that general business, and by that we mean the general activity in trade, would improve with any very great rapidity after the election The unwise tariff legislation of the Democrats is fastened on the country for a time at least. It is just as well perhaps, since the American business world had almost gone to the dogs, that this should be so, for evidently only half a chance to recover one's former circumstonces-is something. The advantage which the business situation comprehends at the present moment, which it did not comprehend before the election, is this, that all persons engaged in banking, transportation and trade now have a basis of operations upon which to pro-They know what is coming and hence know what to calculate upon. Consequently they are able to proceed, in some cases rapidly in some only slowly. The bankers must necessarily be cautious for a time perhaps for a considerable time. A great body of consumers have gone without their wages, or at least without some part of them. They cannot buy so generally. They must buy something, and they will, and so gradually in all directions in all branches of commerce, business will pick up.

It is the time, then, to begin to adver tise again, not lavishly, perhaps, but steadily. The merchant is after the dollars and dimes of the people. The people will begin to have those indispensable commodities from this time forward and, while from necessity or caution, they will spend them rather slowly, still they will spend them, and the merchant who announces himself best, who posts

diums his daily bulletins of store news. who by one or another ingenious method of promoting his business, begins to do it now will reap the greatest gain. The procession is beginning to move and the person who does not join in is not going to fare well in the general distribution of prizes at the end of the march - Cincinnati Tribune.

A woman bought a newfangled coffee pot from a peddler. In the evening she showed it to her husband, a hardware dealer, who told her he kept the same thing in his store for half the price she paid. "Well," said she, "why don't you advertise? Nobody ever knows what you have for sale."-Fame

It's the number of ideas, rather than the number of words in an advertisement which makes it effective. The best ads contain but one -Boston Home Journal

A GOOD advertisement is read by buyers but a poor advertisement is read by nobody but the proof reader. - The

#### Ode to An Advertisement.

Lives there a man who doth not feel When in cold type, clear cut and dry, His advertisement meets his eye? Breathes there a firm in this broad land So good so wise, or yet so grand, That could not add to that fair name By the use of advertising fame? Who does not know this pleasing sense, Ne'er feels the pleasing recompense— That peace of mind that doth entwine The brow of him who doth enshrine His business deeds, and advertise His business deeds, and advertise Before the truly good and wise?
O! Advertisement! Ensign fair!
Keep on, o'er land, o'er sea, in air.
Speak business to the distant isles;
Tell pretty maidens of the styles; Tell men and women, young and old, The route to place to spend their gold. O! Advertisement! Open door To wealth and fame forever more! Keep on—in car, on fence and dome, In paper going to the home, On wall of wood, or stone, or brick—And make the man who don't use you

> GEO. S. BECK, In Profitable Advertising.

HOW IT LOOKED

HOW IT SHOULD HAVE LOOKED.

Take the following one-sheet poster, which, indeed, is far above the average commercial poster in point of composition arrangement and display, and examine it:

Smith Hardware & Iron Co.

STOVES. FURNACES AND HEATERS

Tin, Copper & Sheet Iron Ware,

aints, Oils, Glass, Nails, Reapers, Drills Mowers, Plows, Farm Machinery of every description

Everything at St. Louis Prices.

Then compare it with what it should have been. Can there be any question in regard to the relative advertising value

# STOVES.

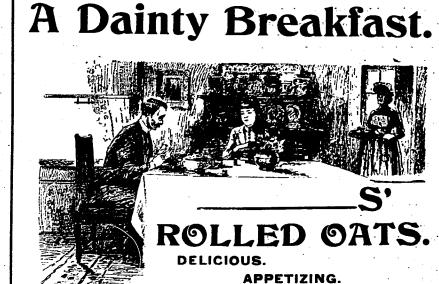
SMITH Hardware CO.

314 Broadway

NOURISHING

#### A SUGGESTION.

The following idea is submitted by BILLBOARD ADVERTISING for a one-sheet poster to advertise breakfast foods Properly executed and judiciously used it



It might be printed either in colors or monochrome. In fact, would look almost and, is now with the Seattle City Bill in the columns of good advertising me- as well in a rich Vandyke brown as it would in four or five printings.

### News From The Fairs.

NOTES, HAPPENINGS, COMMENTS.

number of BILLBOARD ADVERTISING. tiously no matter how voluminous. They contain much favorable comment. and manifest keen interest in the undertaking. Unfortunately however, we are unable to print them, as for the most part, they fail to sanction such a course by giving us the necessary permission. This is the more to be regretted as inasmuch as many are very bright, newsy and evidently intended for publication. Some few expressly request us not to publish, but not over half a dozen allow us to make use of their communications. For this reason, we would request all correspondents to expressly state in all future letters whether same is for publication whole or in part. Names are not published unless desired, but no attention will be paid to anonymous communications

The general tenor of the correspondence above mentioned is to the effect that a recognized organ and an established medium of communication has long been needed by the secretaries of Fairs in America. As a rule they predict that BILLBOARD ADVERTISING will prove a great boon to secretaries, and tend greatly to benefit Fair Associations. Some few the most lavish prosperity for the jour nal, and promising unqualified endorsements and steadfast support.

For all of which we desire to extend our thanks and acknowledgements, at the same time voicing the assurance that every possible effort will be made to make BILLBOARD ADVERTISING efficient and satisfactory in this particular field.

What is of more importance however is the fact that we have been urged to agitate the uecessity of a national organ ization or union of the secretaries of ali Fairs in the United States and Canada It is argued that such a body would tend greatly toward eleminating many annoyances and minor evils to which societies and associations are now subject, and prove besides most profitable from a social point of view. We are moved to this mention of the matter not only by the belief that the suggestion is opportune and valuable, but by reason of the fact that the feeling is widespread. We being in receipt of nine different letters from widely distant parts of the country identically similar in tone.

The concensus of opinion seems to be that a convention should be called to take place in some city as nearly central as possible, and at as early a date as practicable. Without dwelling further upon the subject at this writing, we will merely state that our columns are open to all who desire to discuss the matter therein. The subject is worthy of grave consideration and the movement will undoubtedly speedily assume definite form We have already sent out in. quiries to many persons prominent in the Fair World, soliciting an expression of opinion as to the feasibility and practicability of the scheme, and their answers will appear in our next edition. We desire furthermore to linvite every secretary in America to participate in

The editor is infreceipt of many letters the discussion, promising to handle th from Secretaries who received the first correspondence judicously and expedi-

> Let no one imagine that the movement is unpracticable for such is not the case. To many, a successful issue may not appear promising, but nevertheless an entirely satisfactory outcome is far from being impossible. When the Protective League of American Showmen (the national organization of showmen) was first broached it was scouted as visionary, and generally denominated a d-d -Utopian ideality. No one sought to deny its possibilities for good, yet no one seemed inclined to believe it would ever take shape but it did and to-day bids fair to be one of the strongest protective unions ever organized.

> \* \* \* So it is now suggested that all Association of the Secretaries and

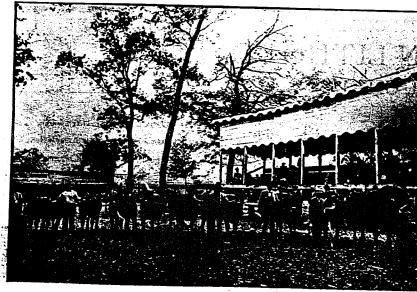
CIRCUS MEN.

The national organization of Circus Managers, known as the Protective League of American Showmen, will assemble at Cincinnati, O., January 8th next, for their Second Annual Conven tion. This Association, which is purely defensive in character, is the direct outgrowth of the many abuses which have been heaped upon all itinerant organizations in general and circus people in

These evils had grown so pronounced as to seriously menace the future of tent shows when the league was formed, and it has already been the means of materially checking the growth of antagonistic influences Although but little over a year old it possesses a very strong membership which is growing larger from day to day, as the aims and objections of the Association become better understood. Ultimately it bids fair to accomplish much good, although, of course, no immediate results of a startling nature need be looked for.

Large bodies move slowly but they also move exceedingly sure.

Boom next year's Fair in our New Year's Number.



General Managers of Fairs be organized for the promotion of the common interests of Agricultural Societies and Fair Associations. All that I can say is, that the idea has my emphatic endorsement. Such an organization would be of immense benefit to all concerned, and I sincerely hope that you will lend the movement your support.

Respectfully yours, GEO. DILLSWORTH,

To the Editor of BILLBOARD ADVER-TISING .

Dear Sir-What the Fairs need more than anything else is a national association. Why do you not propose a convention of all the secretaries, managers, and in fact all interested parties? The time and place to be determined by the convenience of a majority of those who signify a wish to attend.

Yours truly, M. M. AVERY.

BILLBOARD ADVERTISING:

Gentlemen-Allow me to suggest that you interest yourselves in the matter of national organization of local Fair Associations. Advocate a union or league of this nature and you will be serving the best interest of the secretaries of America. Very truly yours,

A. P. H. KLRINE.

Send the name of your fair to the uttermost parts of the earth by means of an advertisement in our New Year's

The illustration on this page is taken from a photograph, made by the Helleberg Photo-Graving Co, of the stock exhibit of the Butler County Fair, Hamilton, Ohio. It was a snap shot on a very cloudy afternoon. The Helleberg Co. have several cuts of different views of the above fair. Duplicates of cut presented herewith will be sold at \$250 each. Write them.

The Rutland County Agricultural So. ciety, of Rutland, Vermont, was founded in 1845. Officers for the year 1891: President F. D. Proctor, Proctor, Vt.: First Vice-President G. T. Chaffer, City of Rutland, Vt.; Second Vice-President H. Mead, West Rutland; Treasurer F. A. Field, City of Rutland, Vt.; Secretary F. H. Chapman, City of Rutland, Vt. Next annual meeting will be held in City of Rutland, Vt, first Wednesday in January, 1895. This society is soon to come to the front again. New life has been placed into it.

Remember our splendid New Year's

#### **CHRISTMAS EDITION**

Leander Richardson's Dramatic News

By far the most artistic and creditable

of all the many Christmas publications is the Christmas Number of Leander Richardson's Dramatic News. Superbly illustrated by such artists as Rix, Coultans, Meyers, Frederick, Junk, Berger and the Donaldson Lithograph Co., it displays artistic excellence of the very highest order, while from a literary standpoint it has never been equalled. Among those who have contributed may be mentioned Hon. David McAdam, A. H. Hummel, Wilton Lackaye, Helen Ten Broeck, Charles T. Dazey, Clay. M. Greene, Hon. Chas. Hoyt, May Wheeler, . Charles Davis, Georgia Waldron, Chas. H. Day, Ed. W. Dunn, Cecile Joyce, Professor Harry Kellar, John Irving Dillon, Mrs. Eugene Sandow, Fay Templeton, Minnie Milne, Jane Corcoran, and 'H. C. C." Every article it contains is exceptionally well written and happily

Numerous full-page portraits of celebrated players and theatrical folk intersperse and adorn the work, besides many smaller pictures reproduced by the finest known process of engraving. It fully justifies the prodigious outlay in the matters of time, labor and money expended upon it and reflects the greatest credit upon Mr. Richardson and Mr. McCloy. They may well feel proud of their handswork. It is deserving of the highest praise unstinted and unqualified.

#### CAN THIS BE TRUE?

The following is from The Bill Poster a journal published in London, Eng. We would like to hear from some one of the "audience" that looked on:

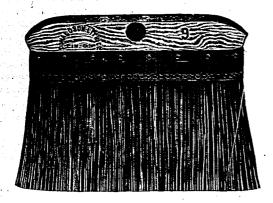
In another column we give the impressions of an English bili poster of bill posting in the United States, and we have also been favoured with the sight of a letter written by Mr. W. Turner, who was formerly in business at Belfast but who, some years ago, went out to Australia. Writing from Sydney, Mr. Turner says the firm with which he is connected employs thirteen men, and have 5 horses and carts. They start work at seven a. m., have dinner from one till two, cease work at six, p. m, with a half holiday on Saturdays. He then goes on to say that they recently had a large circus there from America, run by Sells Brothers, who took out with them eight of their own bill posters, amongst them being one man who was called the Light-ning Bill Poster. The firm Mr. Turner was connected with let some of their spaces to the circus, and they did their own work. One of the gables rented so high that the men said they could not post it, the brushes they used were very large ones, costing 25s each, and they said they could not use them up a high ladder. Mr. Turner was asked to post the gable which the Americans were post the gable which the Americans were afraid o', and borrowing one of their large brushes he mounted the ladder and quickly covered the gable, the other looking on as spectators. When Sell's Circus are at home in America they emcircus are at nome in America they employ twenty-eight billposters, and those they took with them to Sydney were the pick of the lot, yet a Britisher beat them a feat of which he felt justly proud.

#### THE DONALDSON GUIDE.

Now that the New York Clipper has formally adopted The Donaldson Cipher, it will be but a short time until the code of this well known system will be in general use among theatrical managers and showmen. All billposters should have a copy on hand for their own convenience, as well as that of their customers. It is worthy of note too that this valuable book contains the most accurate list of the billposters of the United States and Canada ever published.

BUY THE BEST

## Posters' Brush.



Copper bound and steel riveted. Manufactured expressly for the Donaldson Lithographing Co., and guaranteed the most durable brush on the market

10 inch	Price,	each	, \$3.75	10	ine	hF	rice	per	dozen	<b>, \$40.</b> 00
9 "	••	66	3.25	9	66		٠.	**	**	86.00
8 "	66	66	2.85	8	66	•••••	66	••	**	32.00

SEND CHECK WITH ORDER.

### The DONALDSON LITHO CO. CINCINNATI, OHIO

### I PRINT POSTERS,



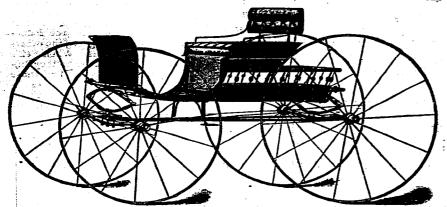
Not ordinary Posters you will note, for I understand my business thoroughly. Some people say I charge a good price. All agree that I do good work, Everybody knows that good work is always cheaper than poor: You can find: me at 332 Seventh Avenue, New York City,

### SAMUEL BOOTH

# Winterburn show printing co. 166 clark, Chicago.

(DON'I FORGET THE NUMBER.)

Descriptive and Pictorial POSTERS, OF ALL KINDS.



No. 11. ELLIPTIC SPRING ROAD WAGON, (Shafts).

\$30.00, Spot Cash!

10 W. Court, Cincinnati. O. The Chester F. Korn Co., Wholesale Manufacturers of Fine and Medium Vehicles.

# HENNEGAN & CO. Poster Printers, CINCINNATI. OHIO.

### POSTERS OUR SPECIALTY.

FINE COLOR PRINTING.

#### STATIONERY & PHOTO-ENGRAVING.

Write for Samples of Bill Posters' Letter Heads, in Colors.



# pecial.

Bill Posters, Advertising Agents, Secretaries of Fairs.

Copper Half-Tone Engravings, PORTRAITS.

	2x8	\$2.50. \$2,75. \$3 00.					
	2½x3½						
	3x4						
end	Good Photo	with Money O	rder,				
	-	TO					
THE	UELL EDEDC	PHOTO-GRAVING	LU				
UE	UELLEDENA	LIININ-GHATING	ויטט				

CINCINNATI, O.

### New Orleans Midwinter Fair.

New Orleans Midwinter Fair Association, L't'd.

Will Open Positively with Children's Day.

SATURDAY, DEC. 22, 1894.

GREATEST ATTRACTION EVER EXPLOITED IN THE CRESCENT CITY.

The Midwinter Fair Association will permitting exhibitor or exhibition of any grade, manufacturing, commercial or amusement lines, except such as will provide only high class, haterial; The Fair is given for the purpose of benefiting the trade of the City of New Orleans and the South, and will be at once instructive, amusing and entertaining. It will provide many of the wonders which made the World's Fair at Chetago a glory of imperishable memory, and while it will also add the good and unique attractions of the "White City's Midway Plaisance" it will not allow ANY OF THE DANCES.

OPENS WITH CHILDREN'S DAY and Running Through MARDI GRAS SEASON

It Closes With Greatest National Saengerfest.

Thousands of Dollars in Prizes to Singing Societies.

Ruitdings Nearly Finished. Circus, Hippodrome and Athletic Arens Being Constructed.

#### READ THE LIST OF ATTRACTIONS.

Streets of Cairo. Moorish Village, French Cafe, German Village Biarney Castle, Horse Fair, Persian Theater, Turkish Theater,

Captive Balloon, Turish Village. Irish Village. Indian Village Ferris Wheel, Hoorish Theater and Palace,

Libby Glass Works (Weavers & Spinners), Winter Circus—Water, Wild Animal Exhibit, Carnival, Amazons. Barbarians, and Beauties.

It is our earnest endeavor to provide a Fair of varied attractions and wares, the skillfully produced handiwork of the artist, artisan and mechanic, and display the same in a business-like way, befitting the Queen City of our Sunny Southland without the least iota to detract from the educational event of our Unrivalled Collection.

NAPOLEON PARK, Corner St. Charles and Napoleon Avenues. SATURDAY, Dec. 22, 1894, to

JUNE 1, 1895, Inclusive.

NICK ROBERTS, EUGENE MESTIER,

### Special Offer

# Donaldson Guide

Year's Subscription to

### Billboard Advertising.

The Donaldson Guide contains the only accurate and complete list of the Bill Posters and Show Printers of America that has ever been published. It also contains the complete code of the Donaldson Cipher, by the use of which great saving in the matter of telegraph tolls may be had. The regular price of the Donaldson Guide al ne is \$3 00, hence, we afford you an opportunity to practically get your subscription free of charge.

Now is the time to Subscribe.

